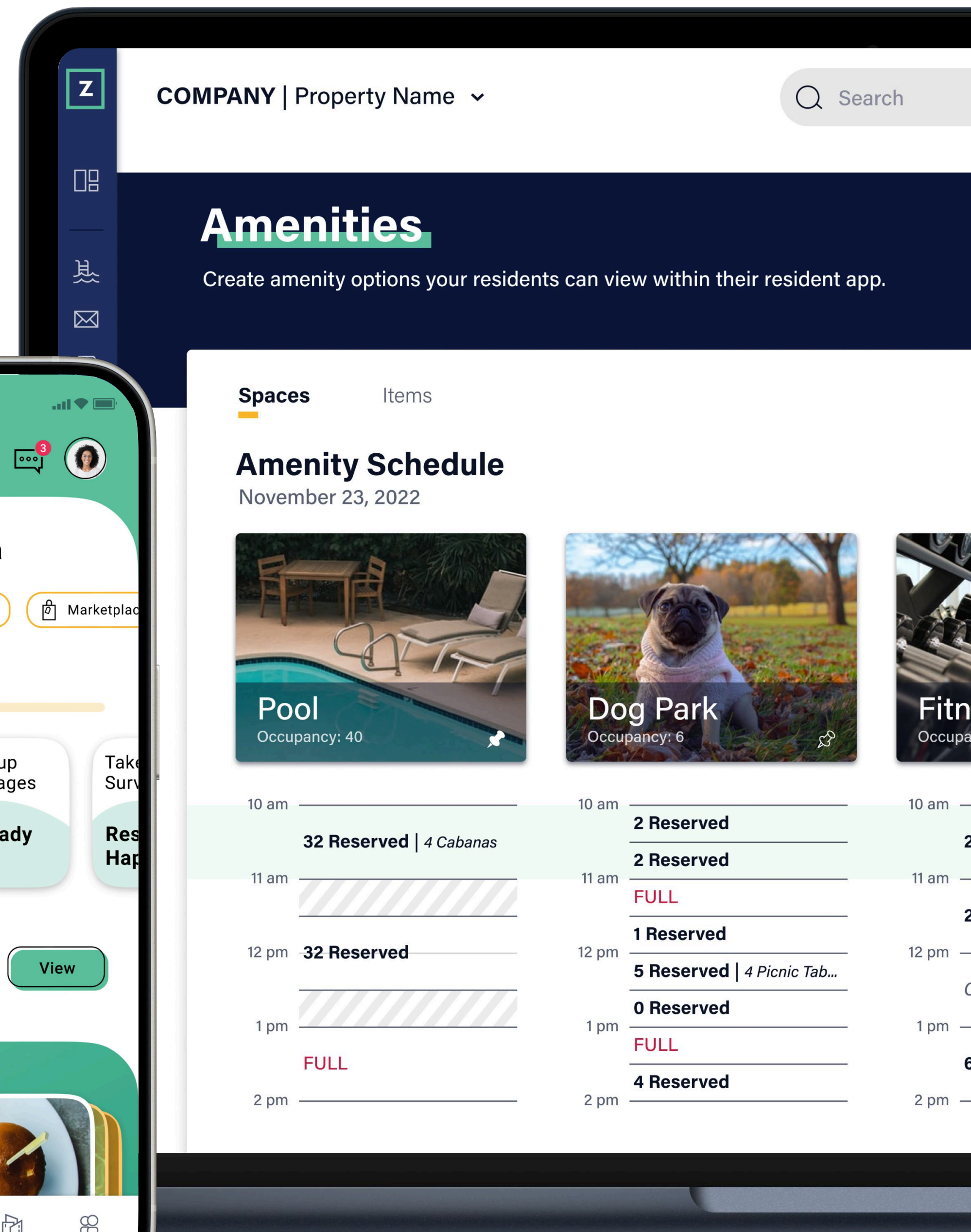
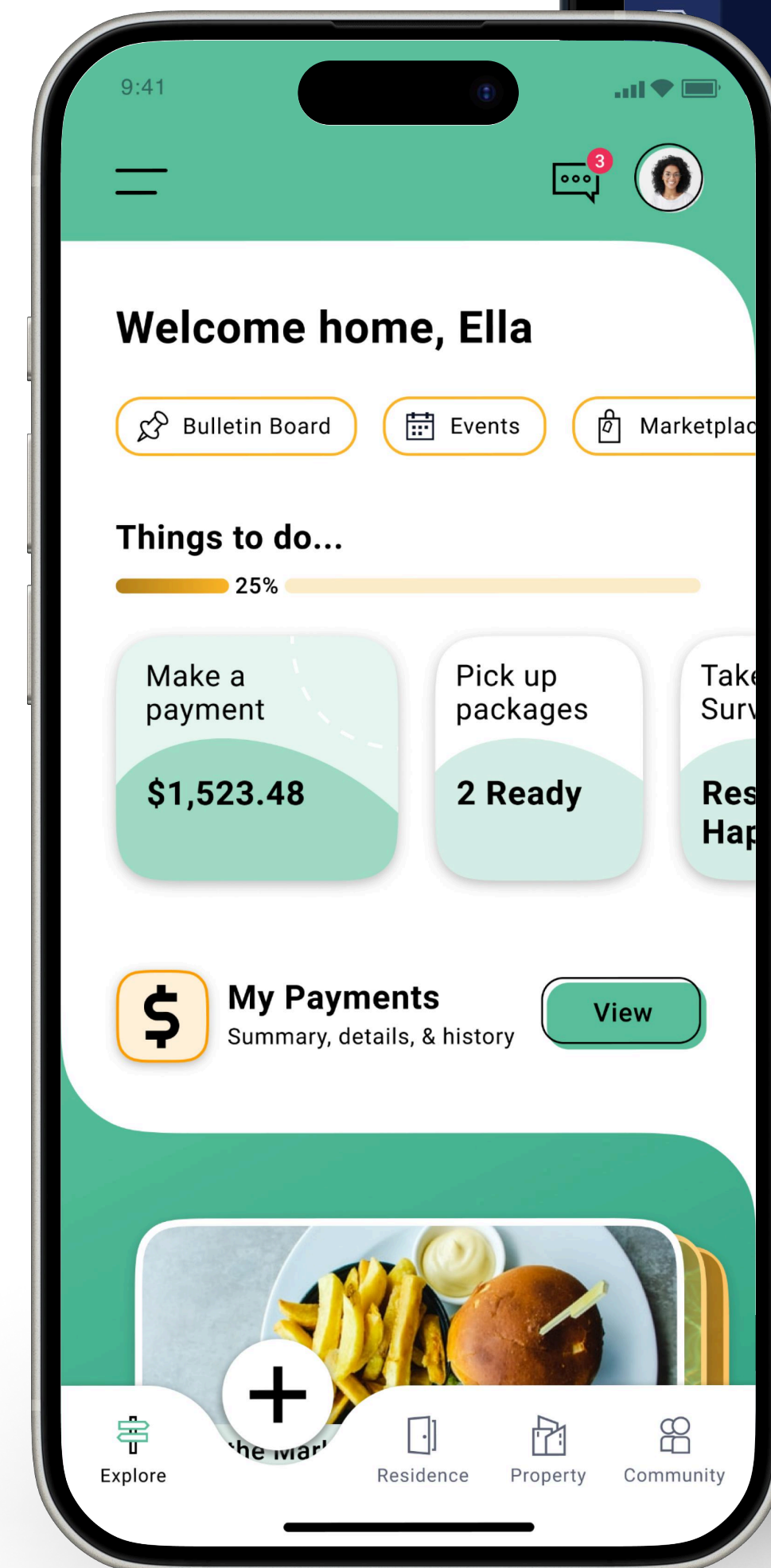


UX + UI Design

Project Samples





Hello! I'm Hilary.

Designer & trail runner based in Utrecht, Netherlands.

UX + UI Projects

- 1 Resident App Redesign: *Mobile***
Apply analytics for future feature enhancements
- 2 Amenity Reservations: *Web + Mobile***
Positively impact business growth
- 3 Digital Walk Through: *Web + Mobile***
High growth feature for both sides of the system
- 4 Weather Map Overlay Select: *Mobile***
Conceptualization to define design direction

1

Resident App Redesign

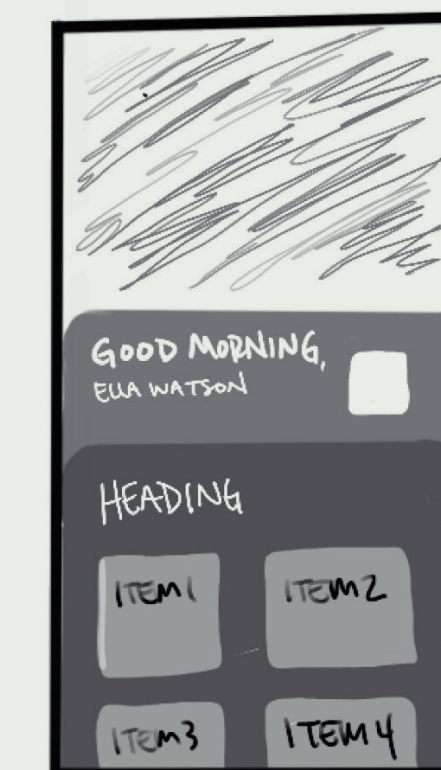
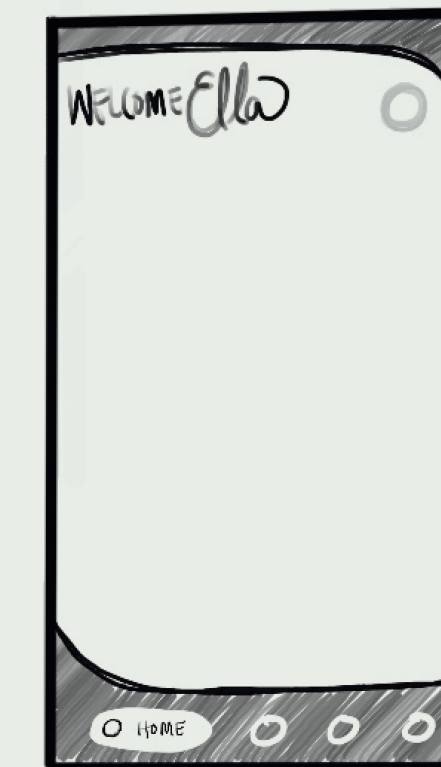
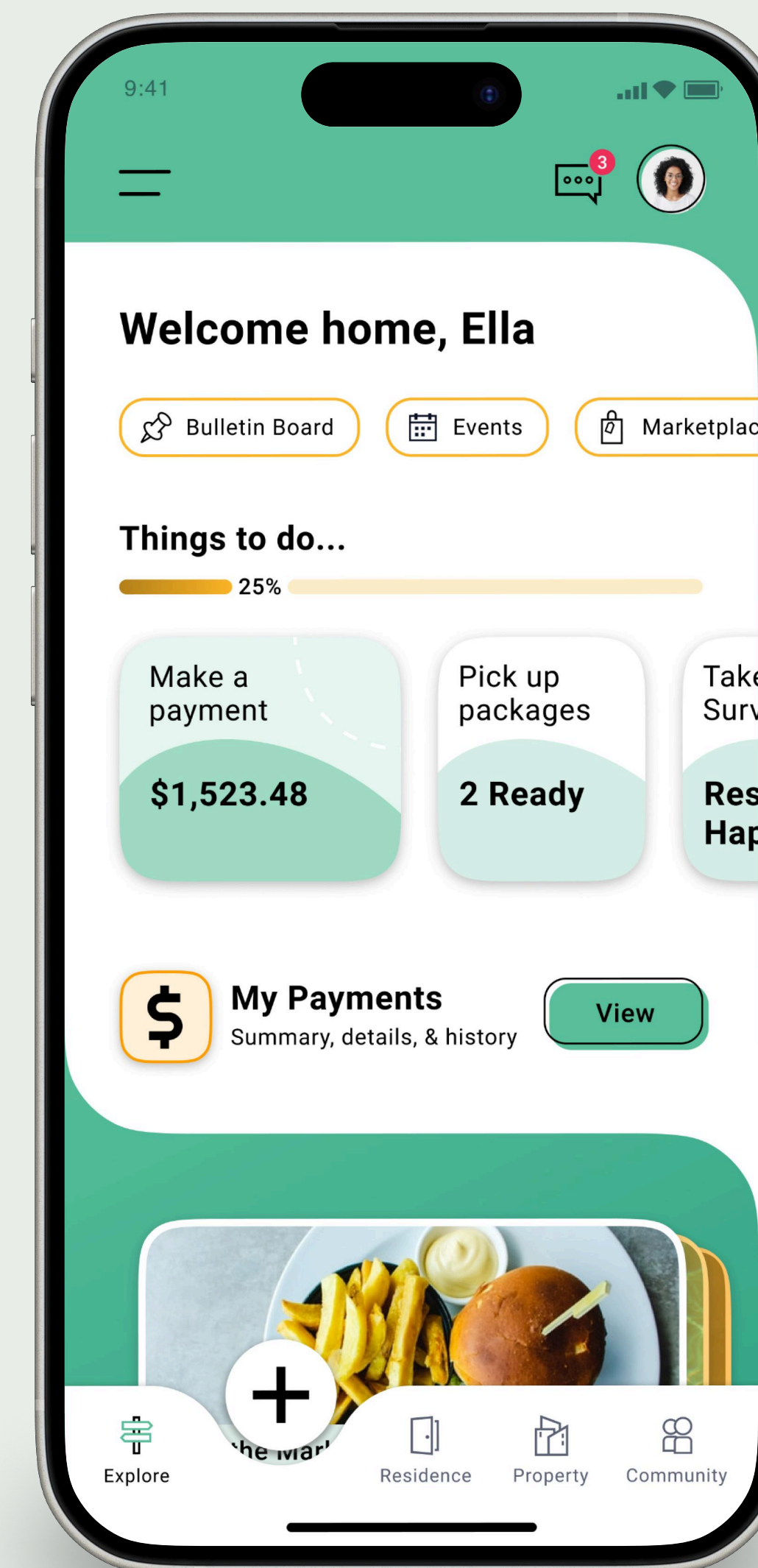
→ Mobile

Zego is a property management platform for both staff and residents. Following the acquisition of a company with a similar resident mobile app, we merged two mobile experiences into a single, unified resident app featuring a modern, scalable UI design.

Company Zego

Platform Resident Mobile App

Duration Initial release: 8 months + Enhancements



Where to start:

I needed to find out what aspects to keep and what to improve in each app, then with scalability in mind – what hadn't been thought of yet.

Research Goals:

- Compare both mobile apps
- Review requirements from product
 - Keep Content Tile feature
 - Customization by property
- What was not working
- What problems hadn't been solved yet

Research Process:

1. App review and analysis
2. User interviews, polls, and surveys
3. Navigation – tree test and card sort
4. Best practices for leveraging our design system for customization



Impact:

The new mobile app design brought together 200,000+ residents into a single app. This significantly reduced the technical debt of supporting multiple apps and user databases as well as providing an enhanced and easy to use app for residents.

150%

Mobile app downloads



Since the initial release of the combined app, downloads have continued to increase.

52+

Engineering weeks



By only having to maintain one single mobile app code base, engineering time has significantly decreased.

180%

Feature usage



An updated and enhanced navigation has lead to increases in feature usage across the app.

The Team:

Lead UX and UI Designer – ***That's me!***

UX Researcher

Product Owner

Engineers

Product Marketing

My Responsibilities:

Product analysis & user interviews

UX update

Concept designs

High fidelity UI design

Prototypes & sales demos

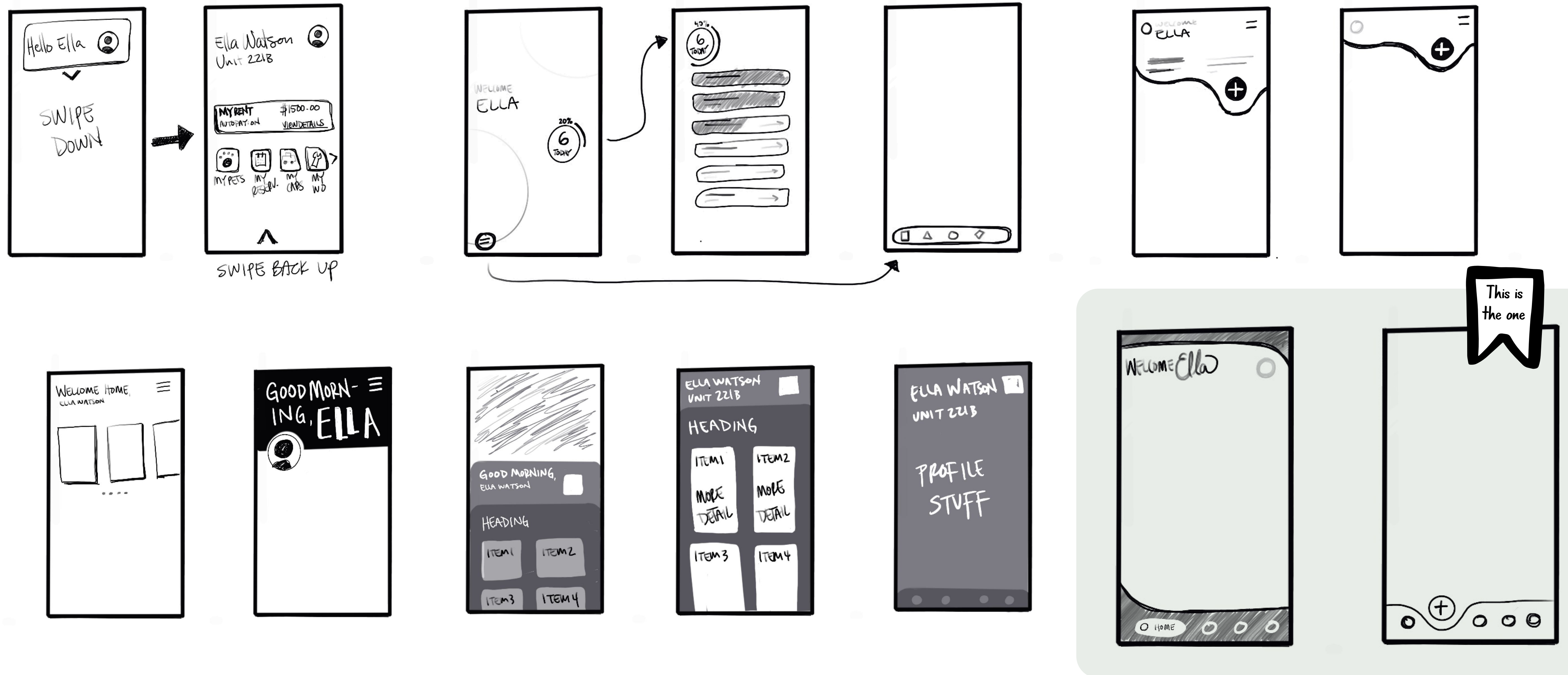
Usability testing & monitoring

The Challenge

Following an acquisition, we were managing two separate mobile apps that both enabled apartment residents to interact with their property. We needed to consolidate them into a single, more efficient, and scalable mobile app experience for our users.

Concept designs:

Early visual explorations that articulate my design ideas, forming the foundation of our unified mobile app solution.



Insights and improvements:

I uncovered critical insights and identified opportunities to streamline the design approach for an even more cohesive, customizable resident mobile experience.

1 What's in a name

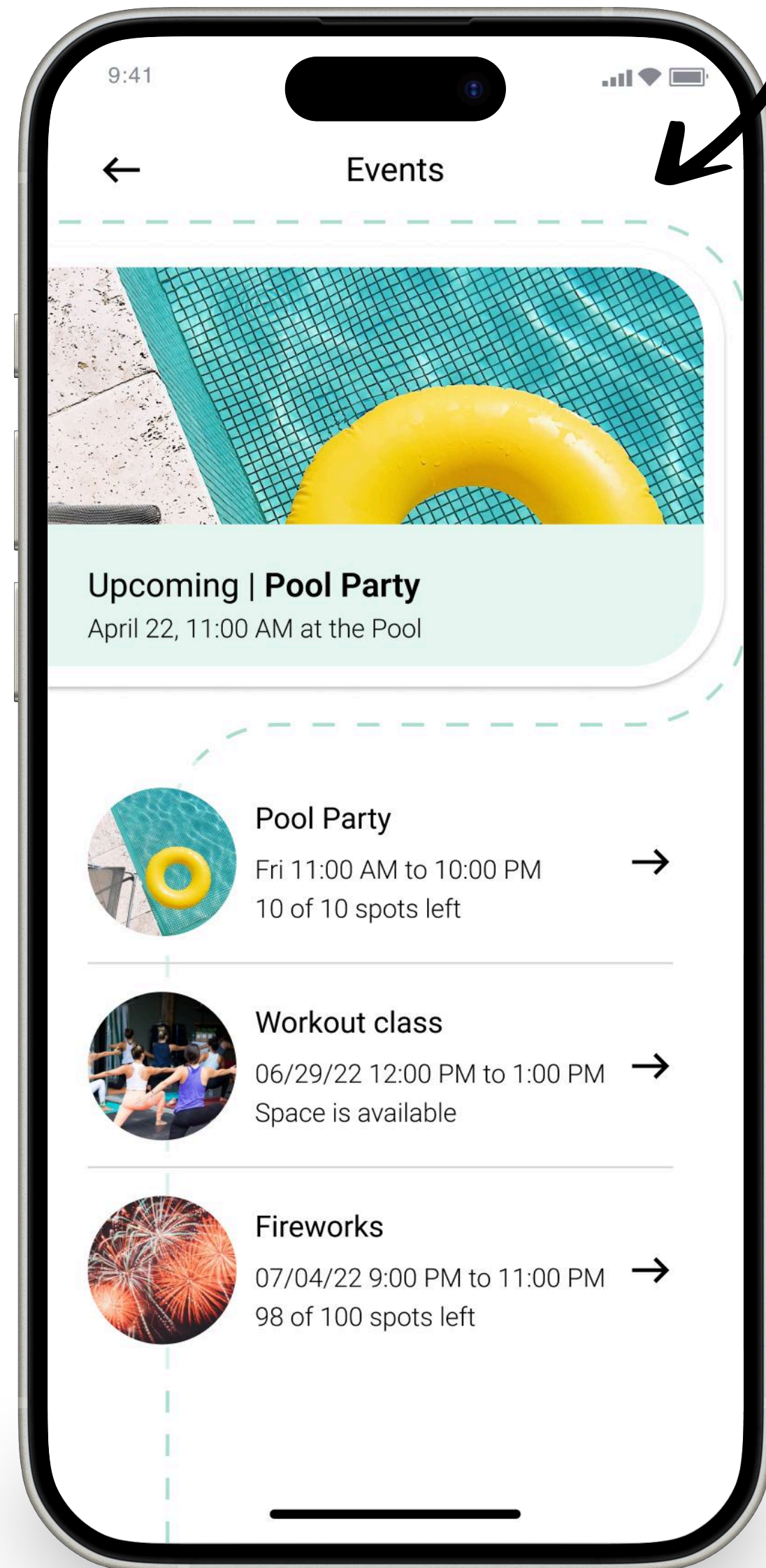
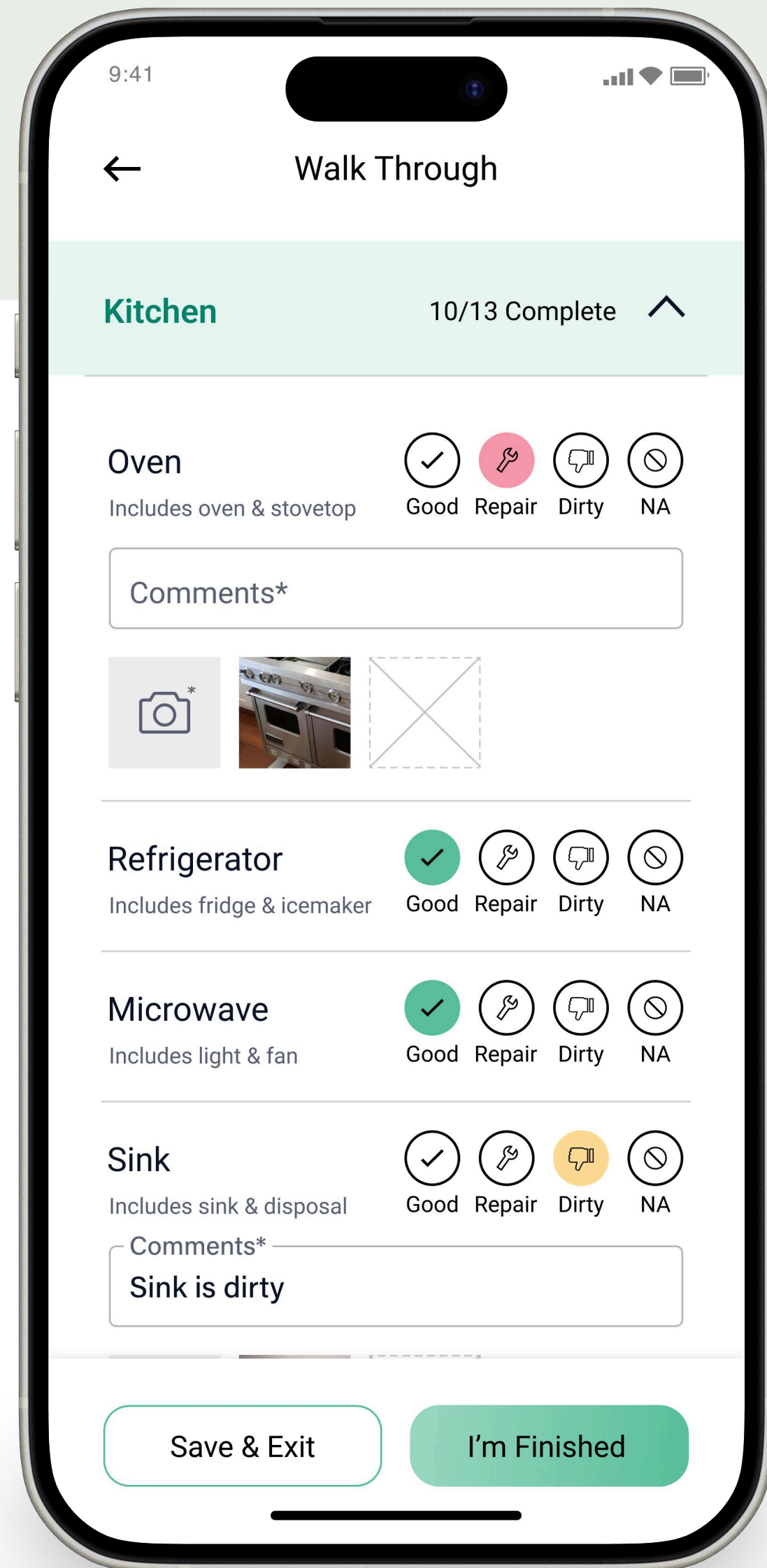
I learned different properties call features by different names. In creating the navigation, not only did I have to take into account how to group actions but what to universally name features.

2 Leveled up my leadership

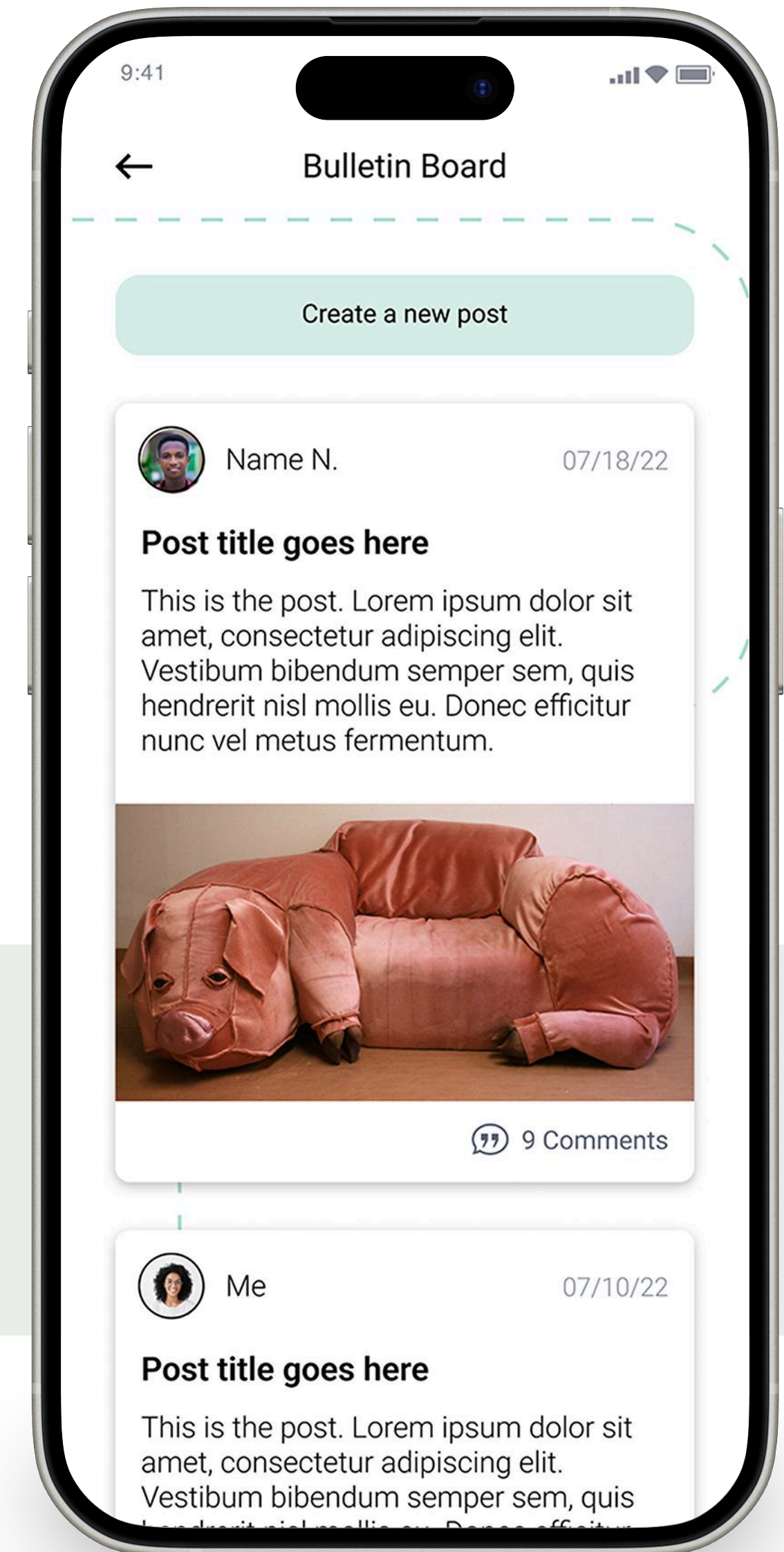
Since this project included numerous new aspects to the design of the app, product owners and engineering relied heavily on my guidance throughout the process.

3 Stay a step ahead

After implementation, it became clear that multiple components were used to support different design styles. I am now developing single components that support custom colors, adjustable corners, and shadows – ensuring the app delivers a truly customized look.

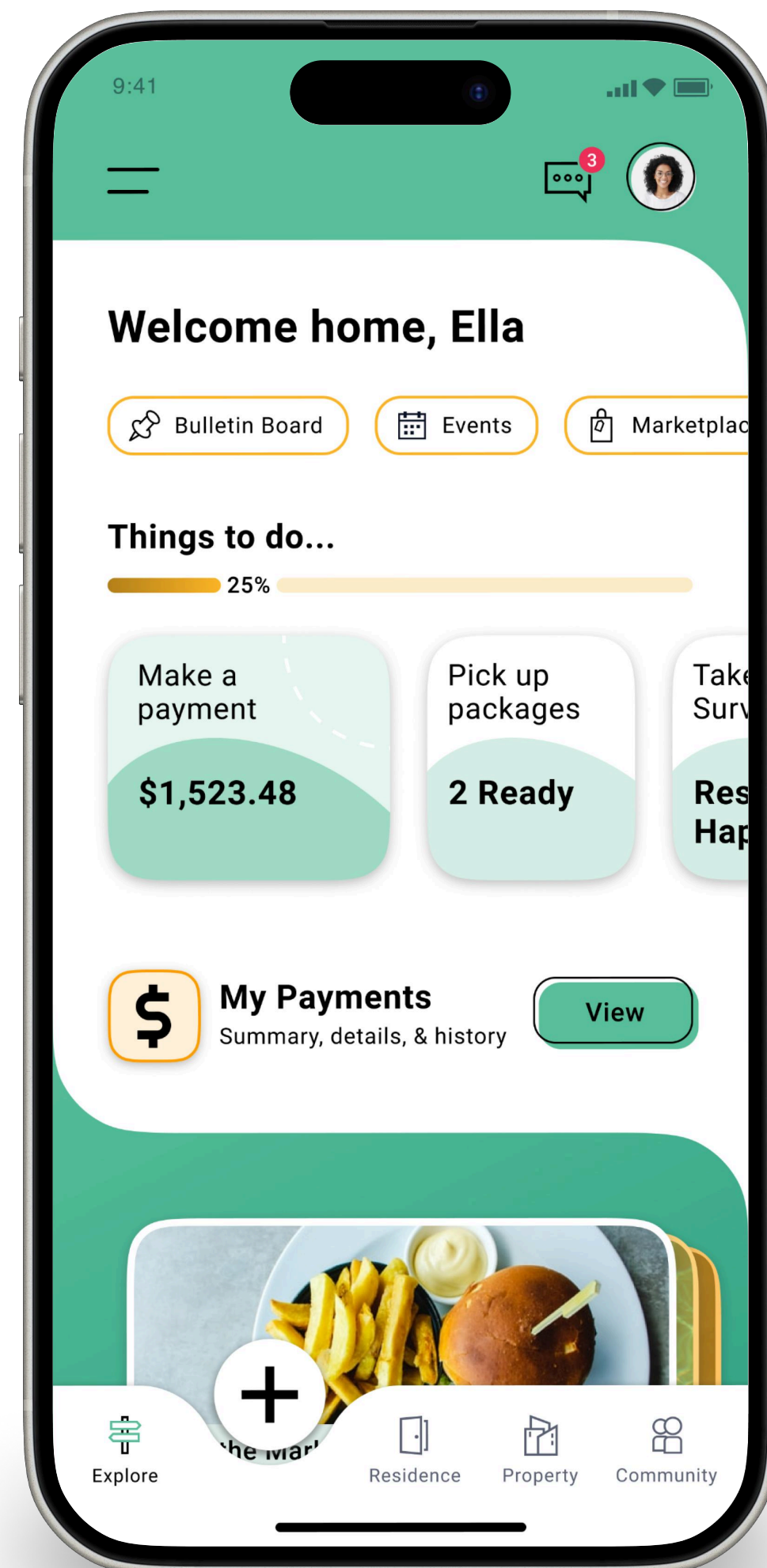


Standardized headers and the hierarchy of each feature screen and sub-screens.



Found a winner:

Meticulously refined final designs that deliver both a seamless, intuitive user experience and a robust, unified mobile platform.



Key design features:

I added the quick access chips that allow users to quickly find the features they are looking for, while encouraging them to explore new and useful features.

Creating the interactive "to do" section makes the app sticky by giving residents a reason to keep coming back to finish their tasks – resulting in higher resident usage.

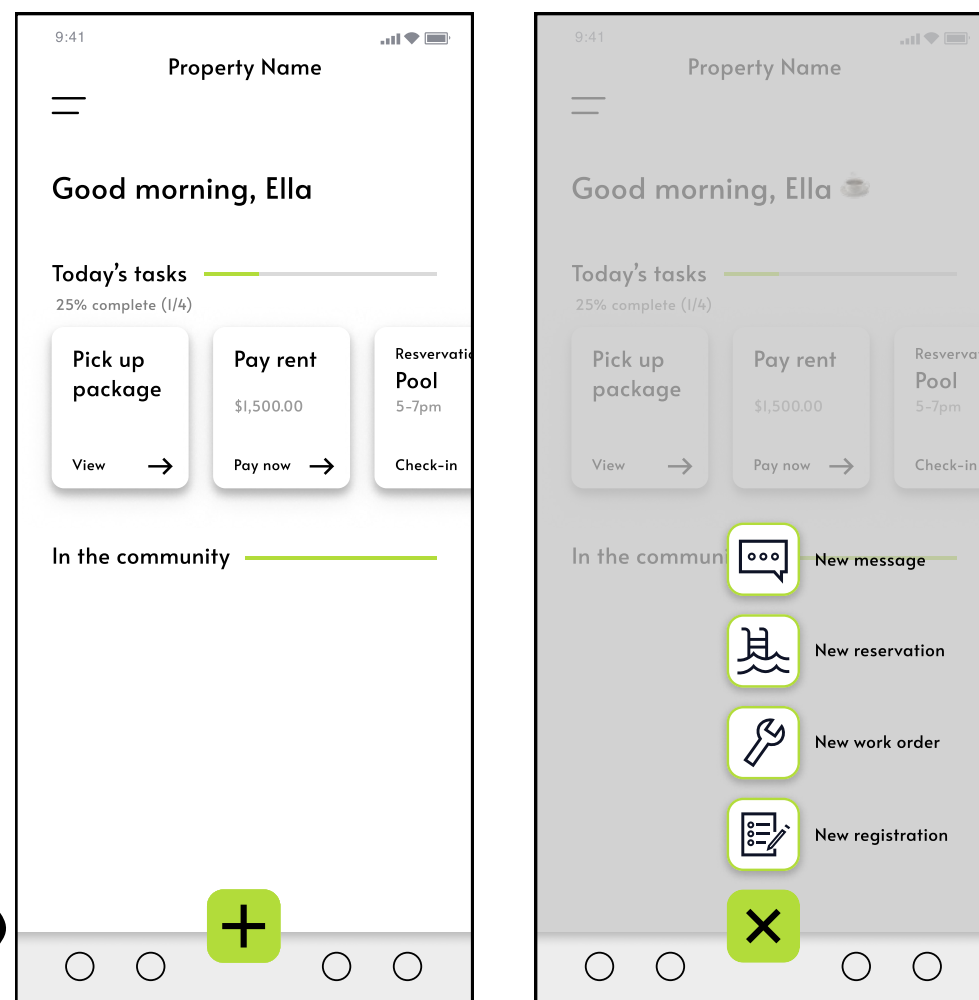
Easy access to the Payments feature was crucial.

Organizing the navigation into logical categories provides a natural home for the existing features and allows for the app to scale as new features are created.

 [See a demo](#) 

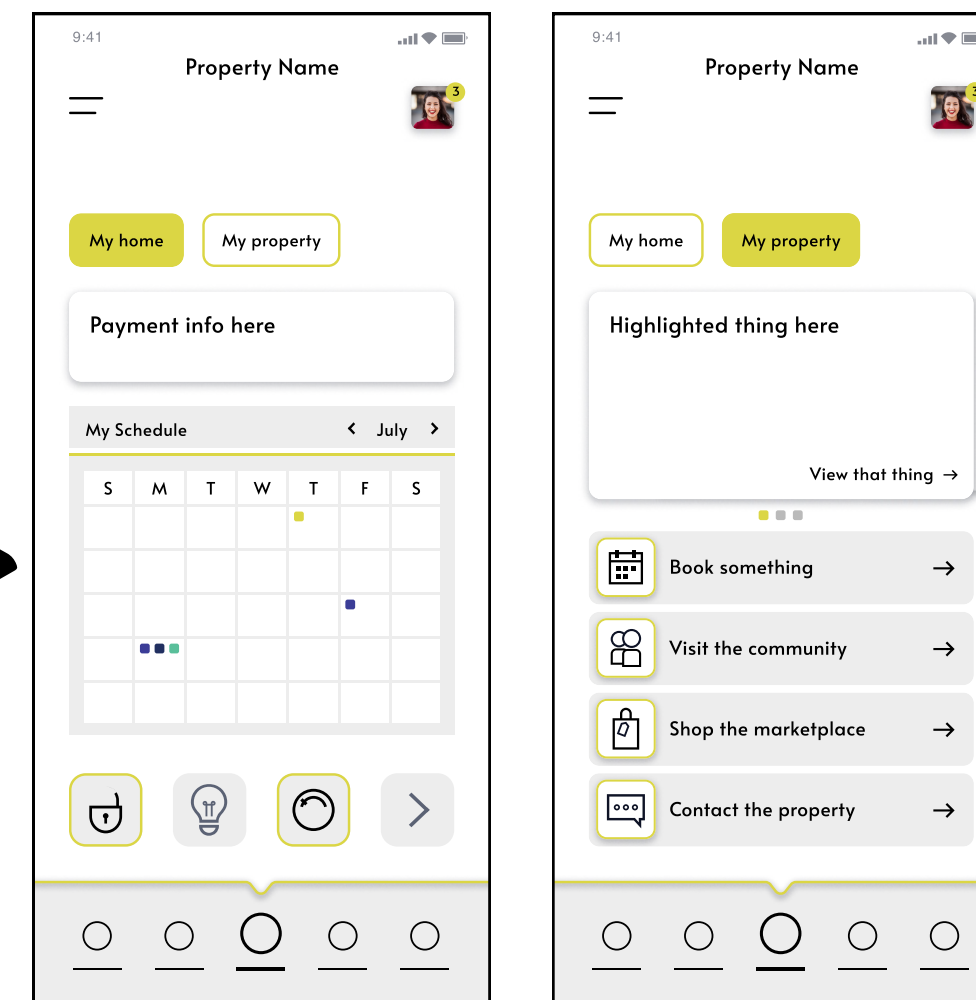
Try out a few:

Refined higher-fidelity concepts I developed to test and iterate on design ideas
– bridging the gap between early explorations and the final app experience.



The task section resonated well.

Calendar was too complicated.

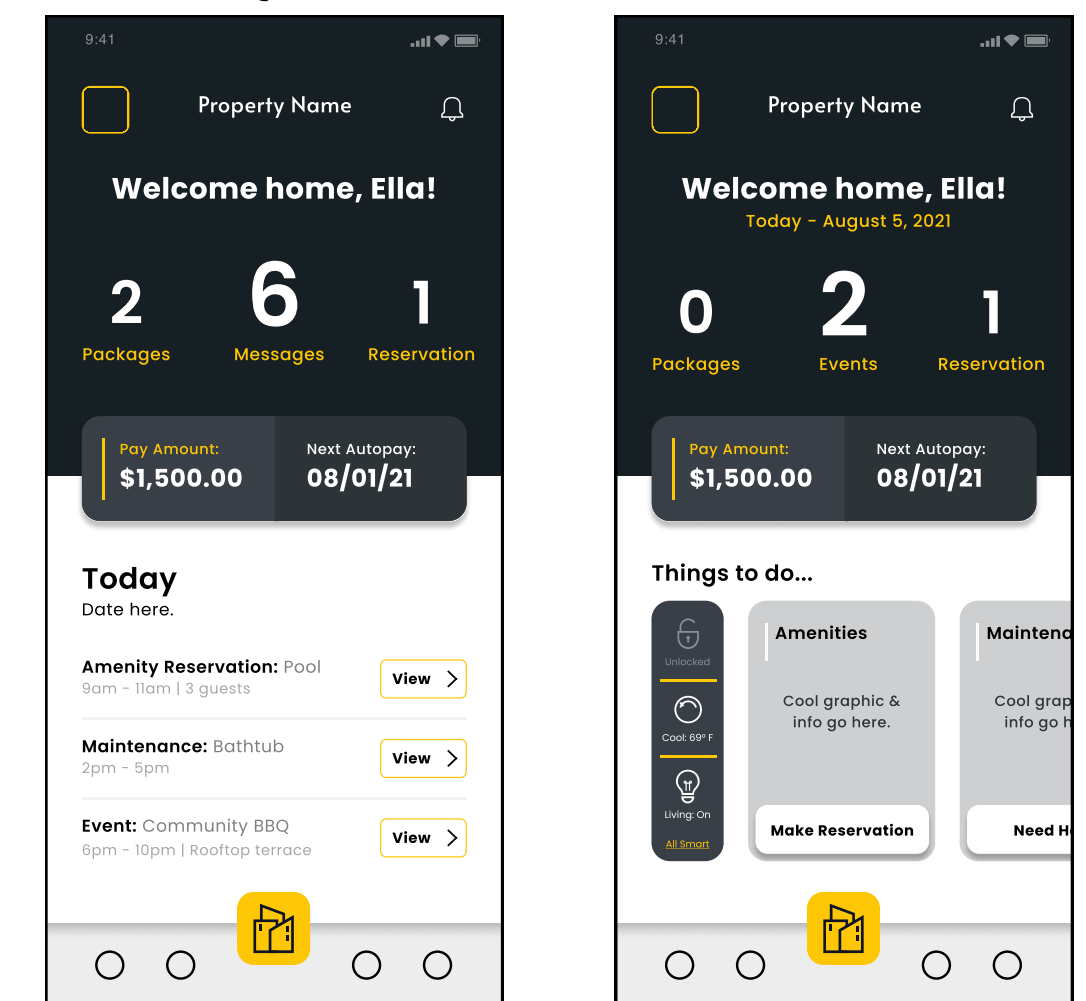


Ability to highlight info from the Property was a definite must-have.

Having payment information up top was key!

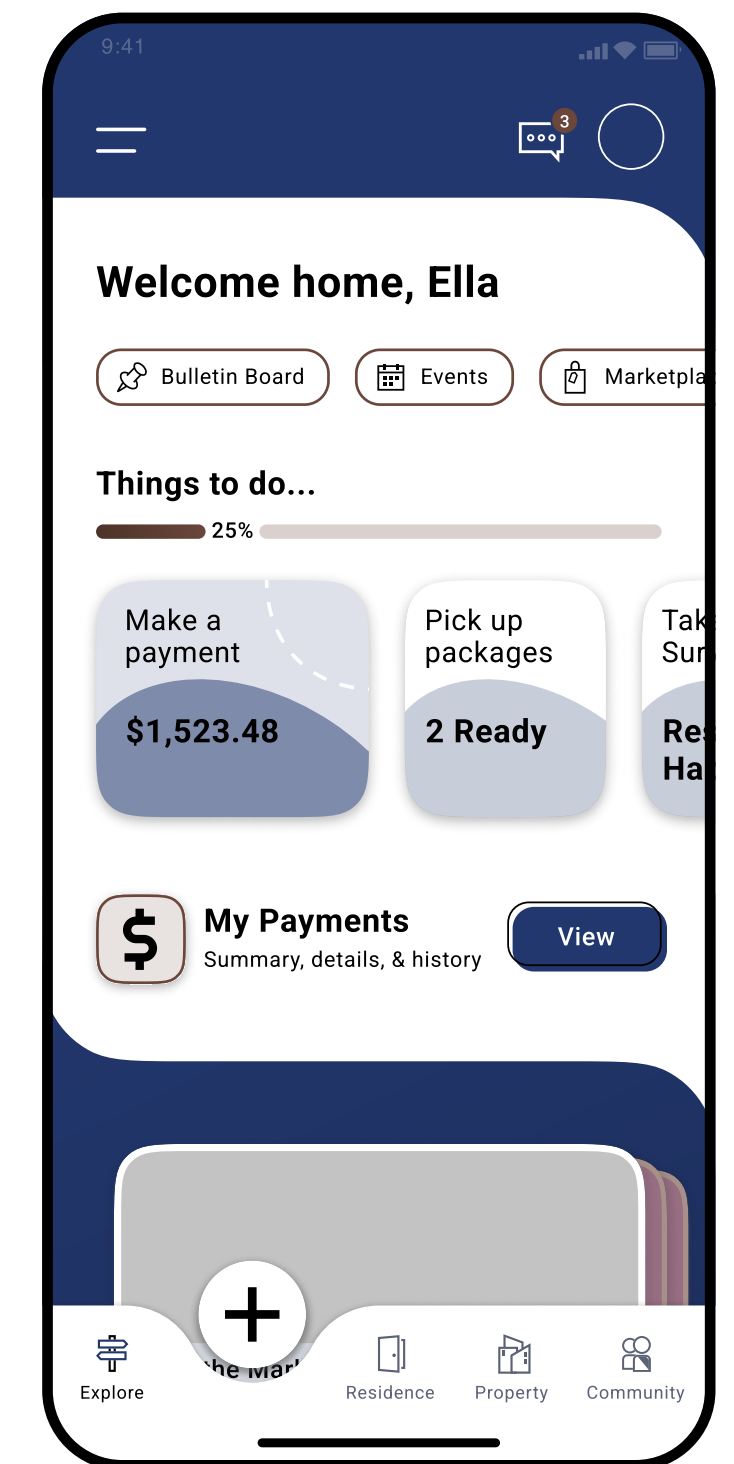
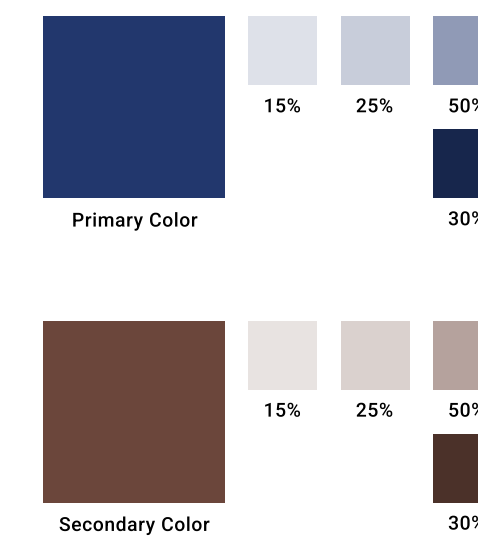
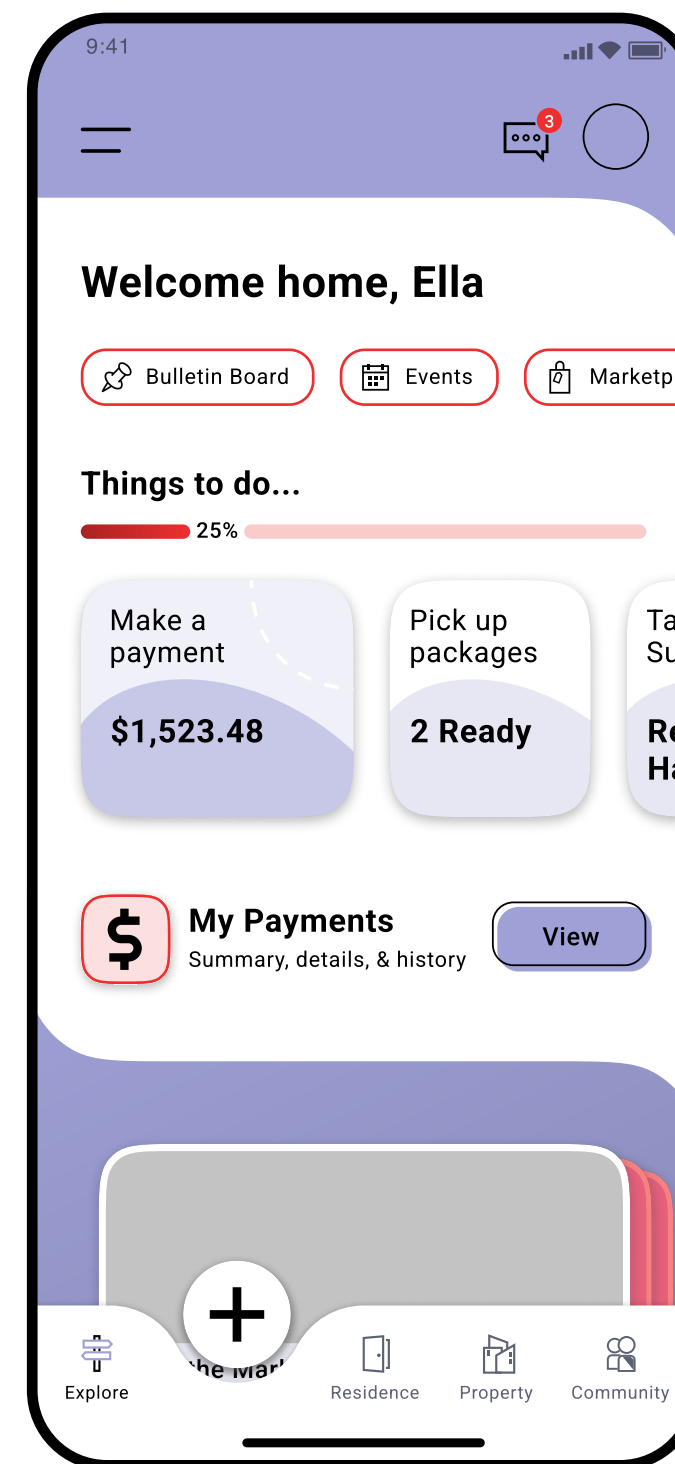
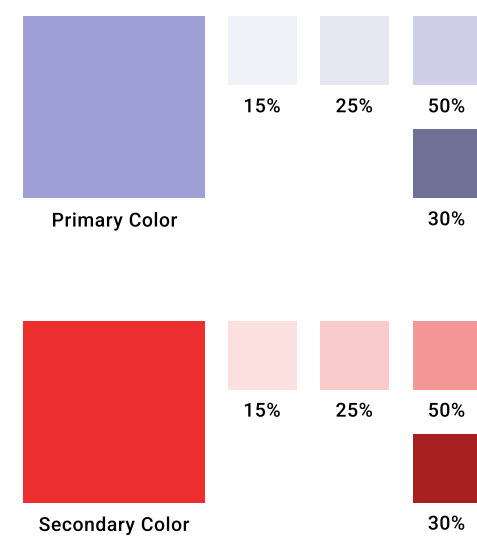
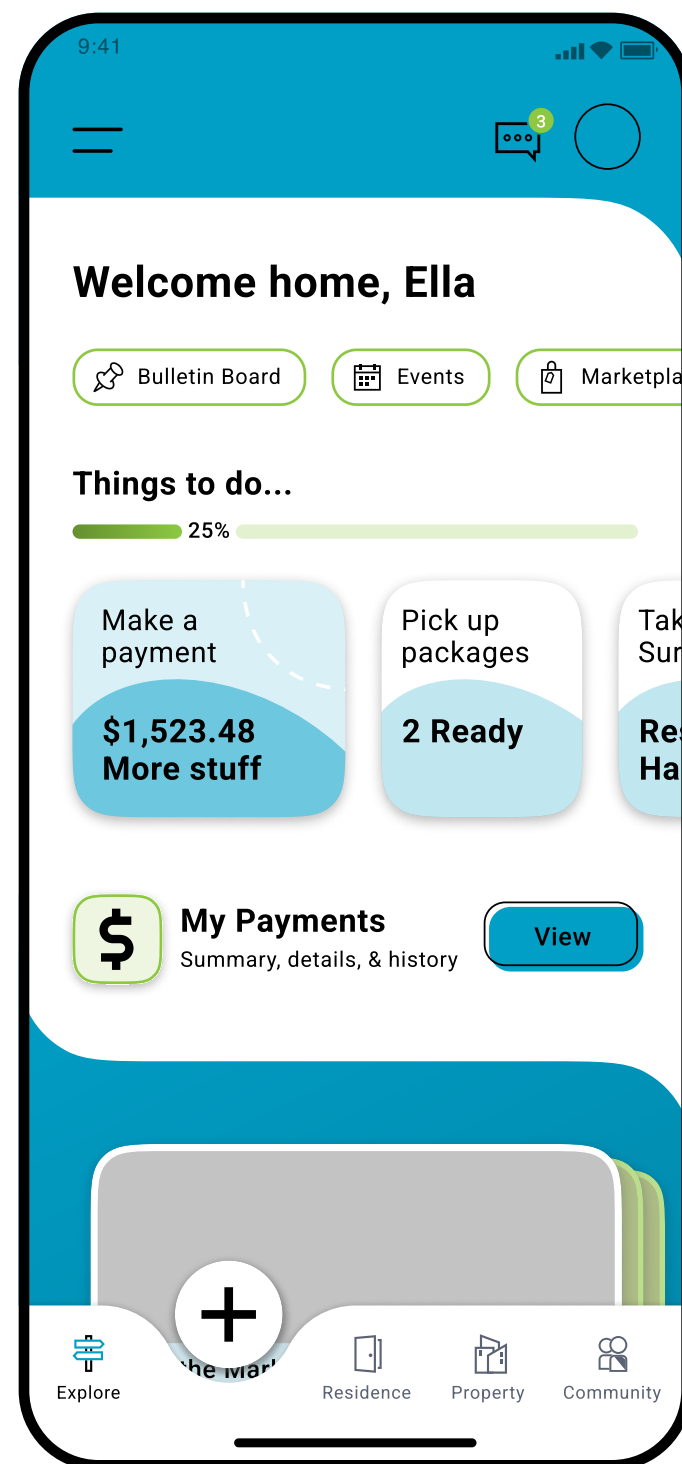
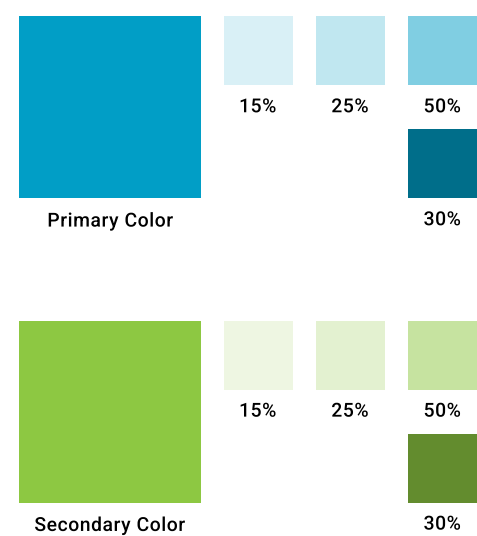


Too stylized.



Try it all:

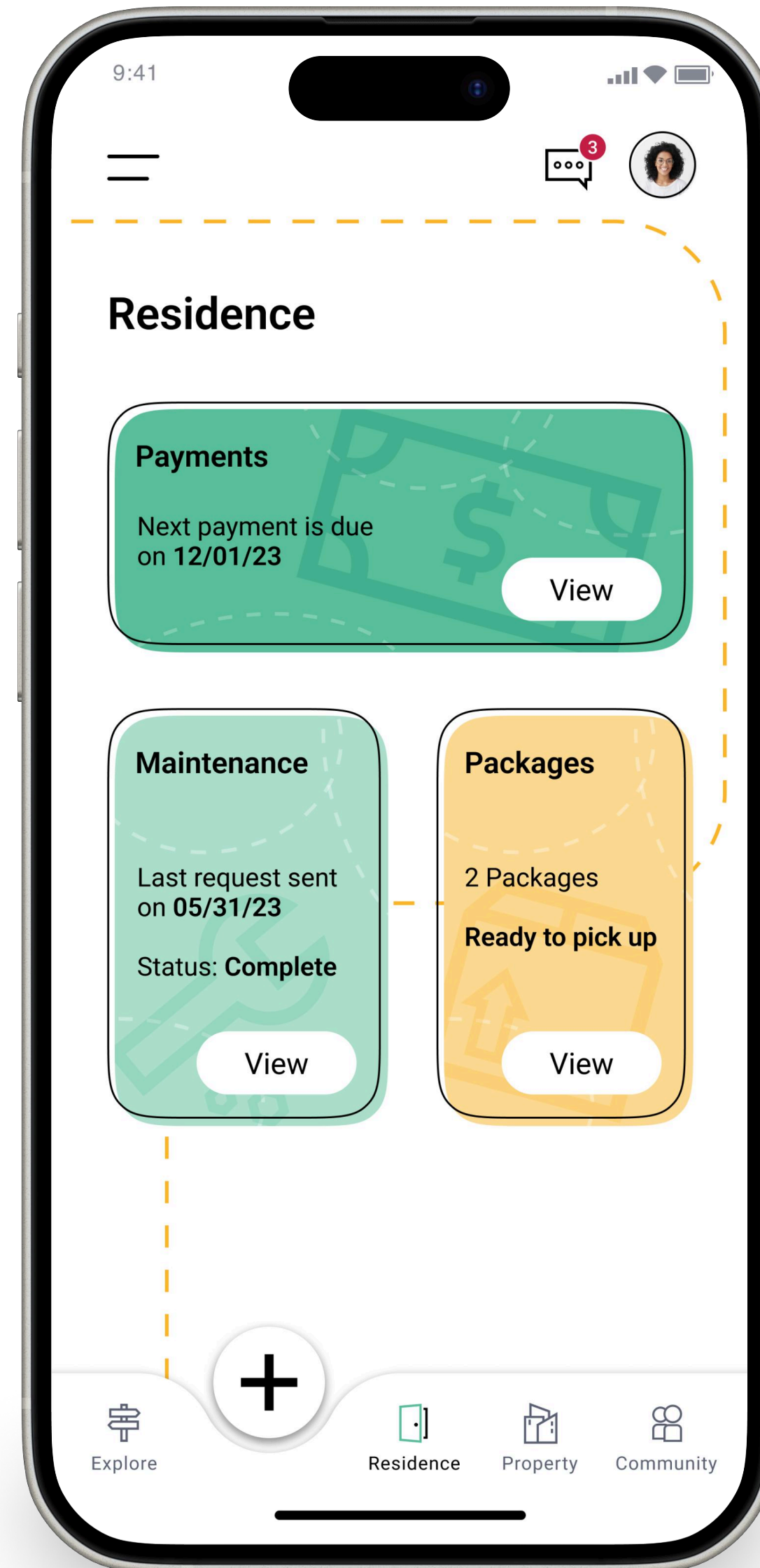
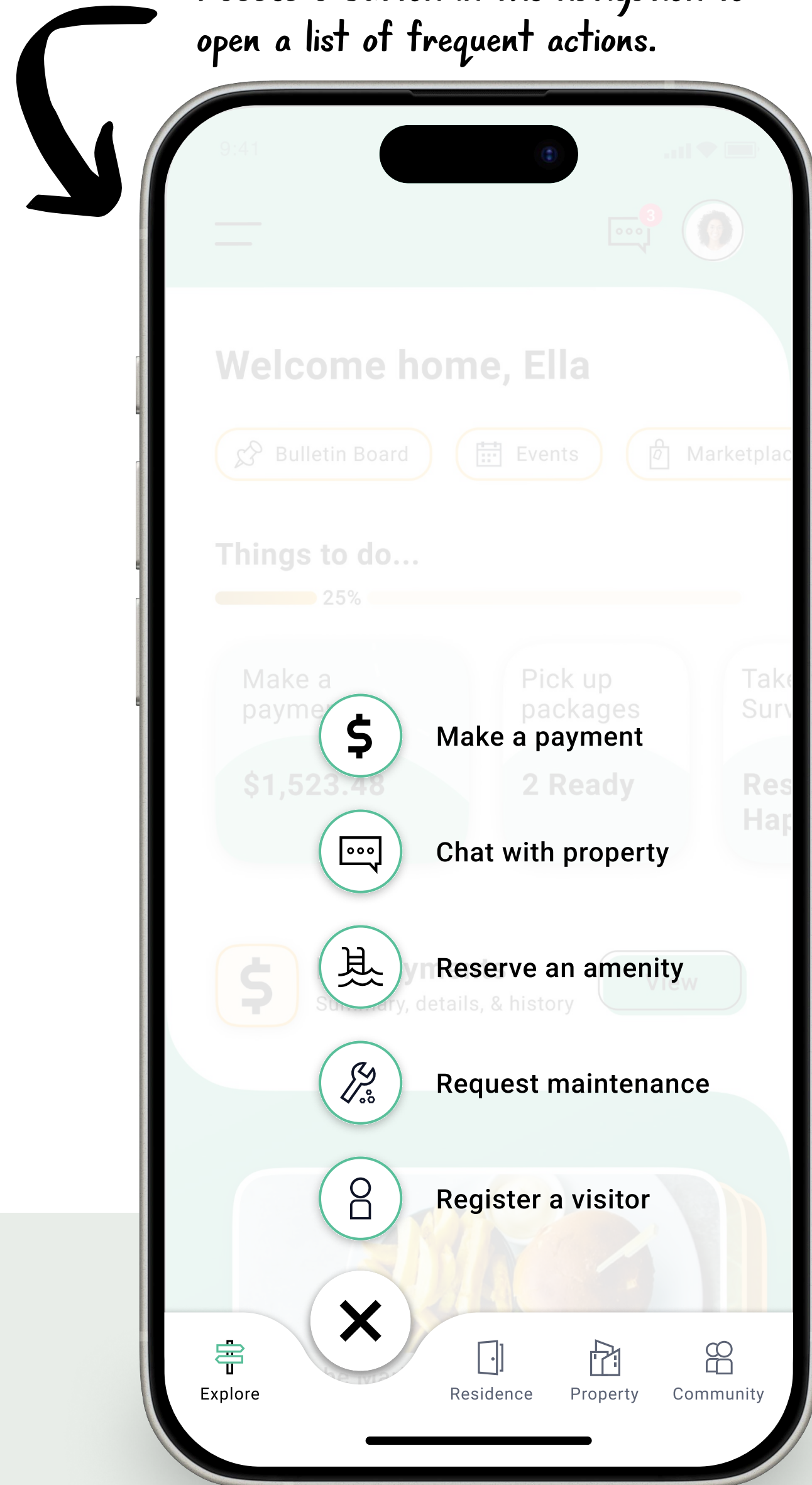
Since we now allow custom colors, for every iteration I tried several color combinations to ensure the design was aesthetically captivating yet neutral enough for each property's brand colors to shine.



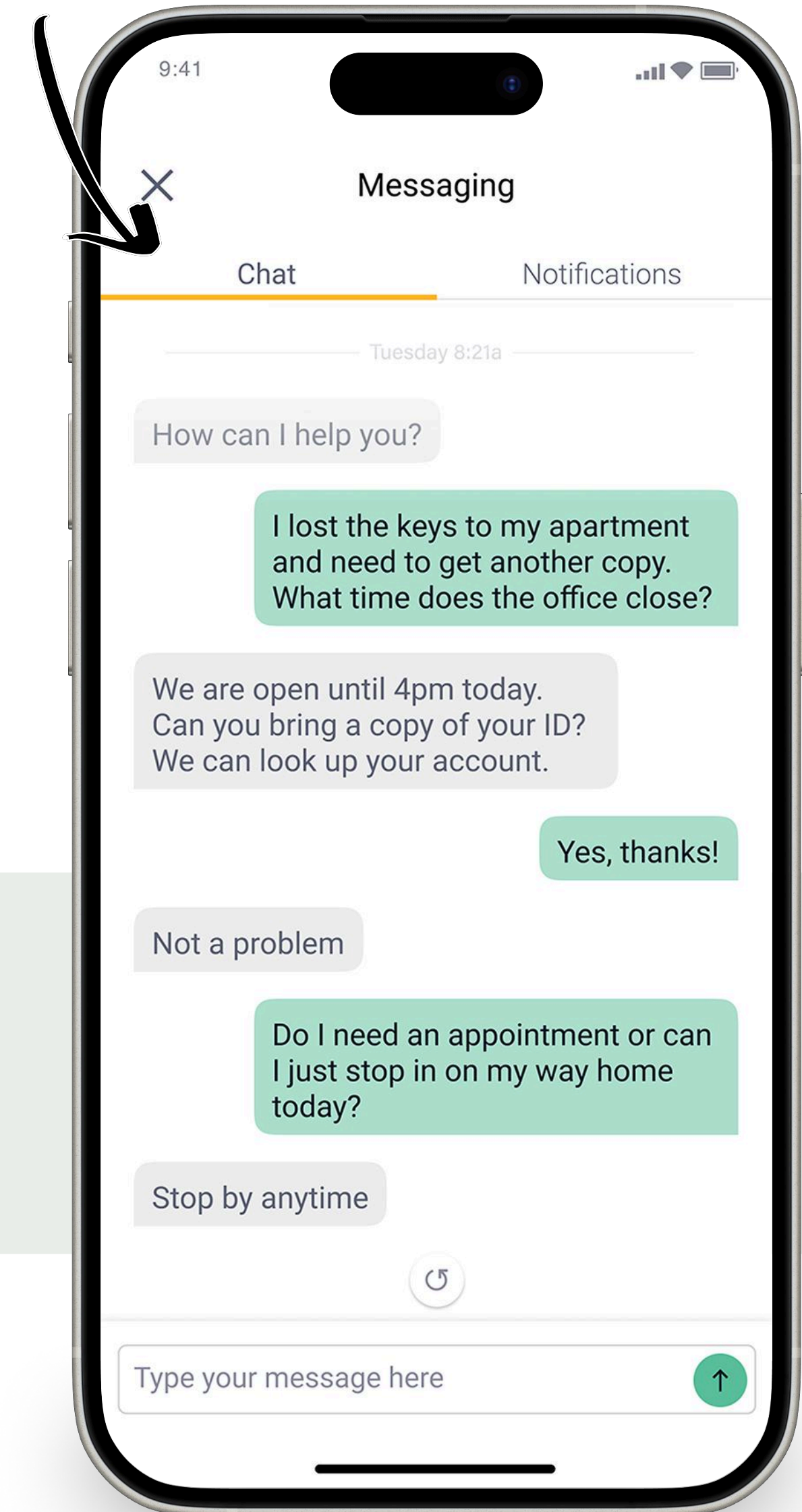
Common property colors are navy blue, black, and grey - in some cases this was problematic.

I made sure to document these "worst case" scenarios so a property manager would understand why they couldn't see a button, for example, if they chose white as their primary color.

I added a button in the navigation to open a list of frequent actions.



Residents can now communicate directly with their property, right from the main screen.



2 Amenity Reservations

→ Web + Mobile

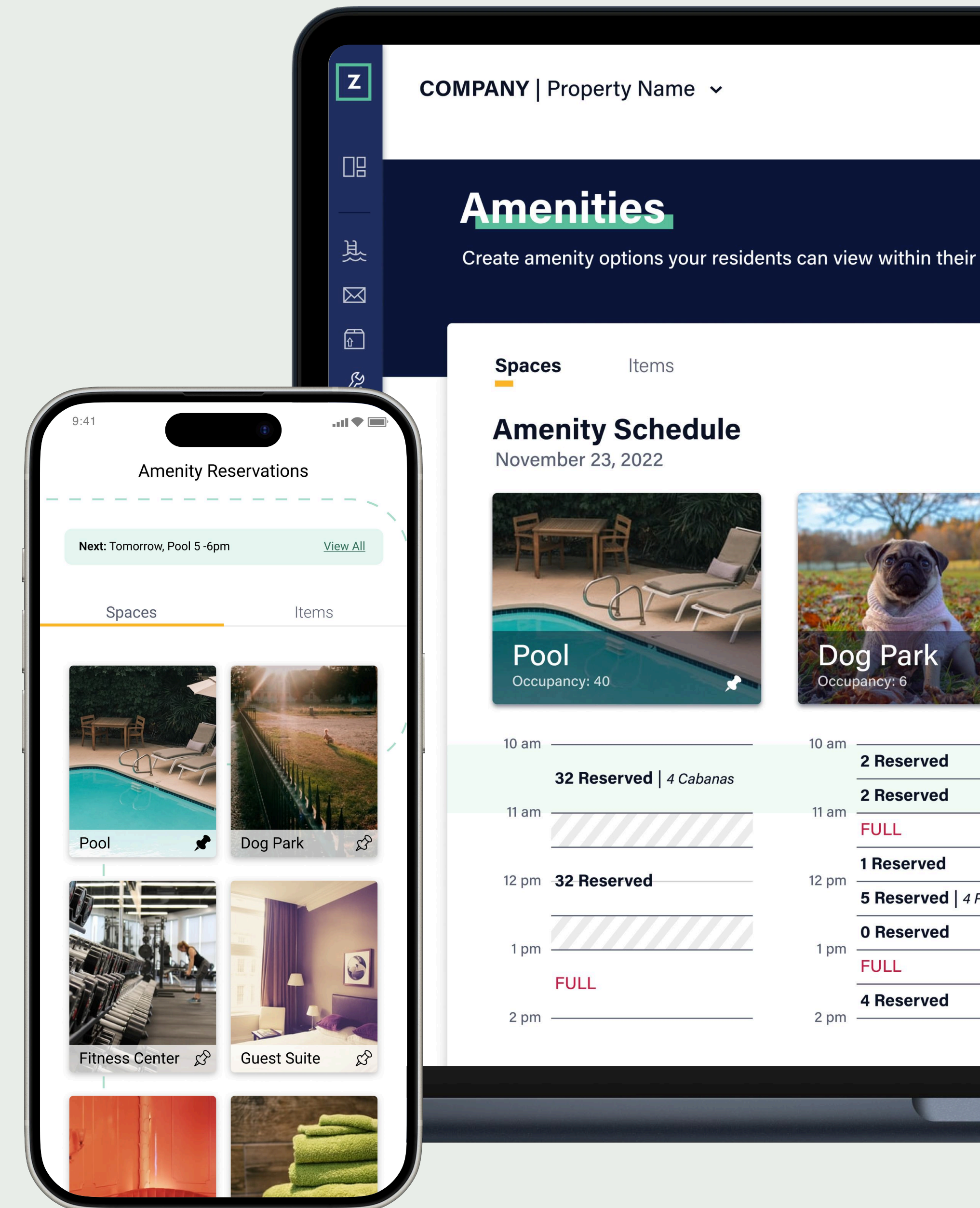
A solution for property staff to create booking details and manage amenity reservations.

Residents can self-serve the requesting and reserving of amenities at their property.

Company Zego

Platform Property Staff Web + Resident Mobile App

Duration Initial release: 3 months + Enhancements



2nd Opportunity:

Staff Web UI Enhancement

Staff members found the UI cumbersome to use and uninspiring to interact with on a daily basis.

Before:

Search by Name or Unit #

11 0 5

Create New Help

pace

BACK TO LIST

Virtual Appointment Calendar?

No

Type of reservation

Hourly Booking

Open Time

12 AM

Close Time

12 AM

Maximum reservation time

No limit

Buildings

Product Demo Building

SAVE SPACE

Stale and un-intuitive

Refreshed the experience and UI

Now:

COMPANY | Property Name

Search

AB Pr

Amenities

Create amenity options your residents can view within their resident app.

Spaces Items

Add new space Add new item

Amenity Schedule

November 23, 2022

Pool	Dog Park	Fitness Center	Guest Suite
Occupancy: 40	Occupancy: 6	Occupancy: 30	Occupancy: 4
10 am	2 Reserved	28 Reserved	Resident Name Unit # Check out: 11:00am
11 am	2 Reserved	27 Reserved 1 Yoga Room	Resident Name Unit # Check in: 3:00pm
12 pm	1 Reserved	CLOSED	
1 pm	5 Reserved 4 Picnic Tab...	6 Reserved	
2 pm	0 Reserved		

Refreshed the experience and UI

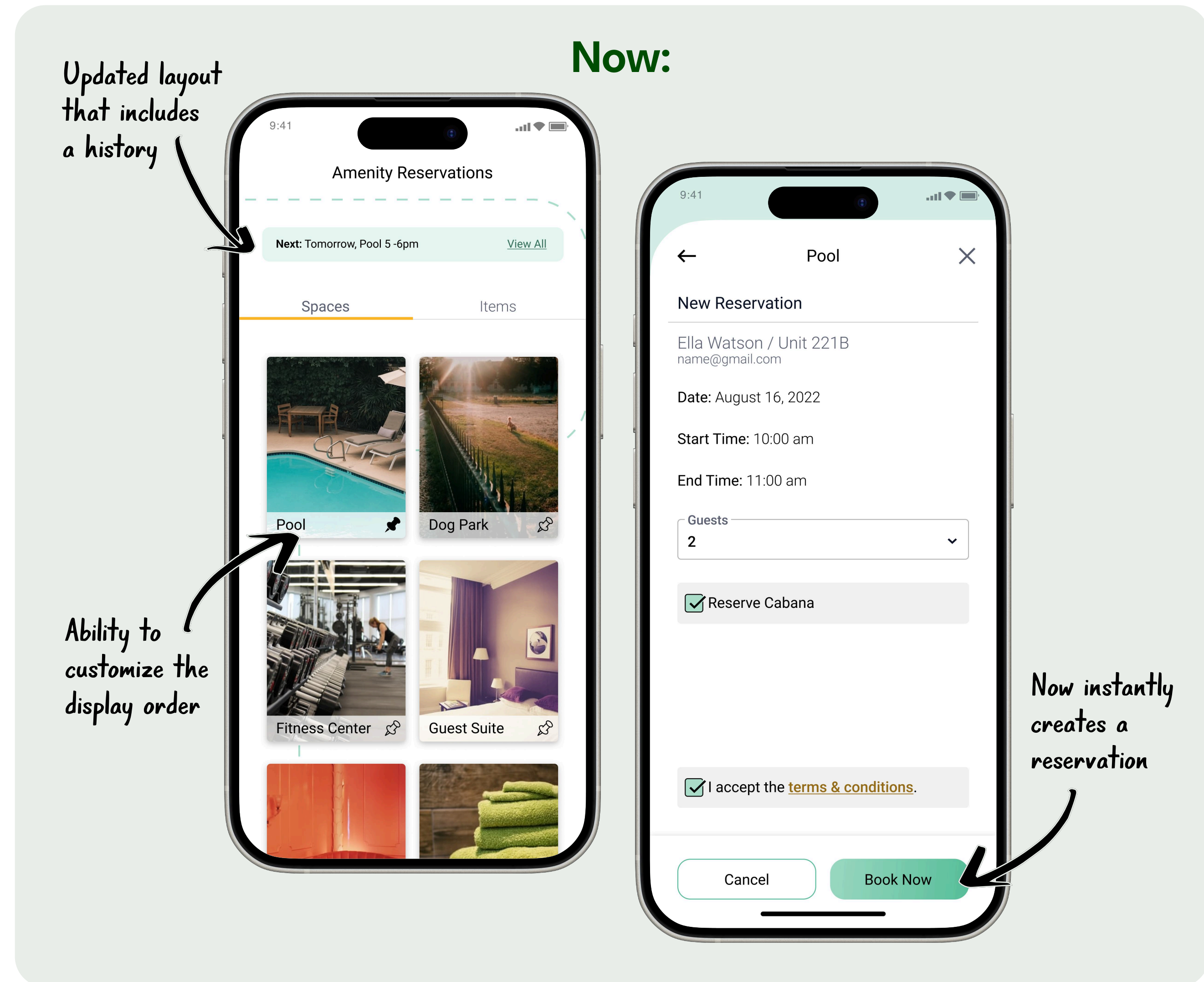
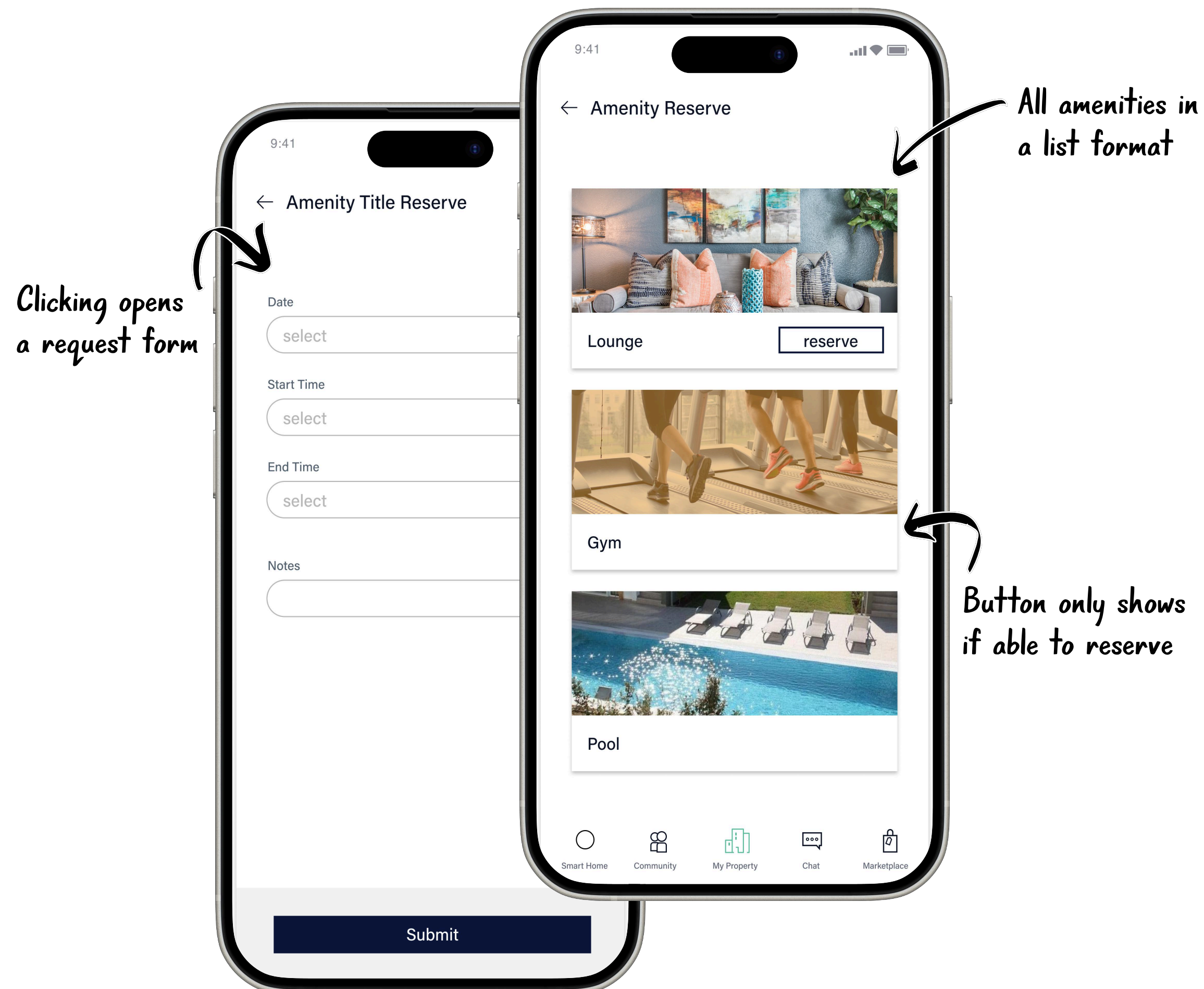
1st Opportunity:

Resident Mobile App Improvement

At the onset of the pandemic, property managers needed a quick and easy solution that enabled residents to book amenities on their own.

Before:

Now:



What I heard:

Interviews with both residents and property staff members uncovered several issues the original app was not solving.

"How can I book on my own without going to the front desk?"

– Resident

"What can we do to limit the amount of time residents use a space?"

– Staff

"Where do I find out if a space has any availability today?"

– Resident

"How do we let residents know an amenity is closed for cleaning?"

– Staff

Project Goals:

- Manage reservations without in-person interaction with residents.
- Increase active users in the property management platform.

Key metrics:

- HEART plan
(**H**appiness, **E**ngagement, **A**doption, **R**etention, and **T**ask Success)
- Satisfaction & monthly active users

The Team:

Lead UX and UI Designer – ***That's me!***

UX Researcher

Product Owner

Engineers

My Responsibilities:

Product analysis & user interviews

UX update

UI redesign

Usability testing & monitoring

The Challenge

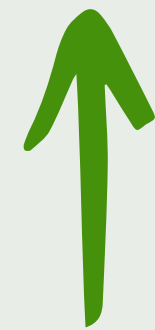
Boost revenue by improving the design of a core feature that enables property staff to efficiently manage amenity reservations and provides residents with an intuitive mobile booking experience.

Impact:

Following the feature update, key metrics such as user satisfaction and monthly active users saw significant increases. I developed a comprehensive UX score to encapsulate these improvements, and continue to track it to drive future enhancements.

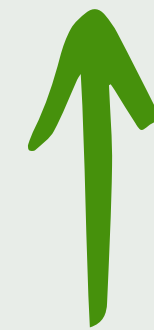
292%

Resident Satisfaction



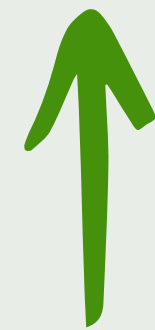
200%

Monthly Active Users



55.4

UX Score



Enhanced resident satisfaction translated into higher client approval of the feature and an improvement in the overall platform experience.

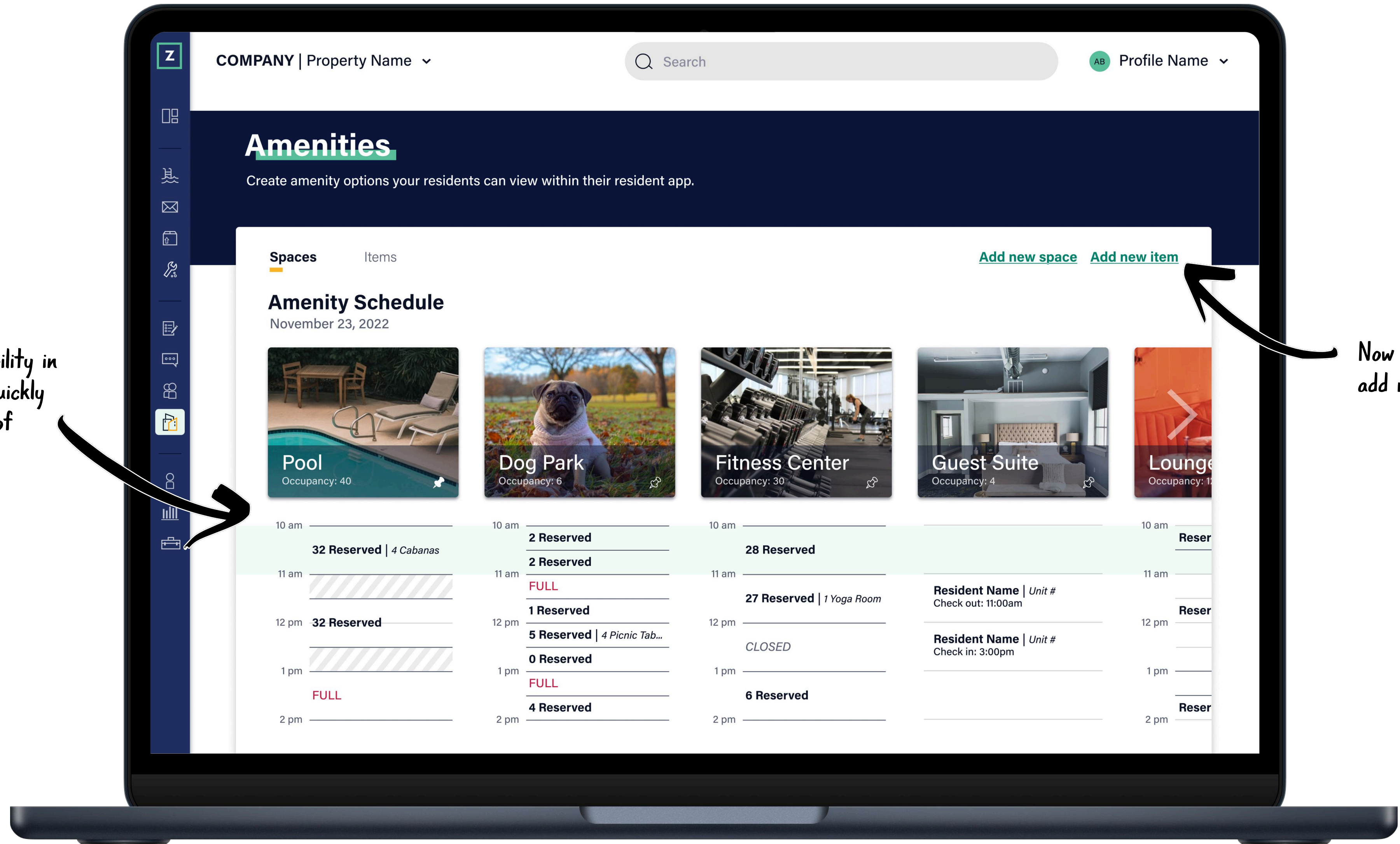
A focus on user-friendly design contributed to sustained increases in monthly active users (MAU).

Amenity Reservations consistently stands out as one of the highest-performing features in the resident mobile app.

Staff Web Enhancements:

I chose to display the daily availability in a live schedule so the staff can quickly see all amenities and the number of reservations on a given day.

Now it's easy to
add more spaces.



Insights and improvements:

Through this process, I've gained valuable insights and identified key opportunities to further enhance the experience for both staff and residents.

1 Be flexible – trade offs

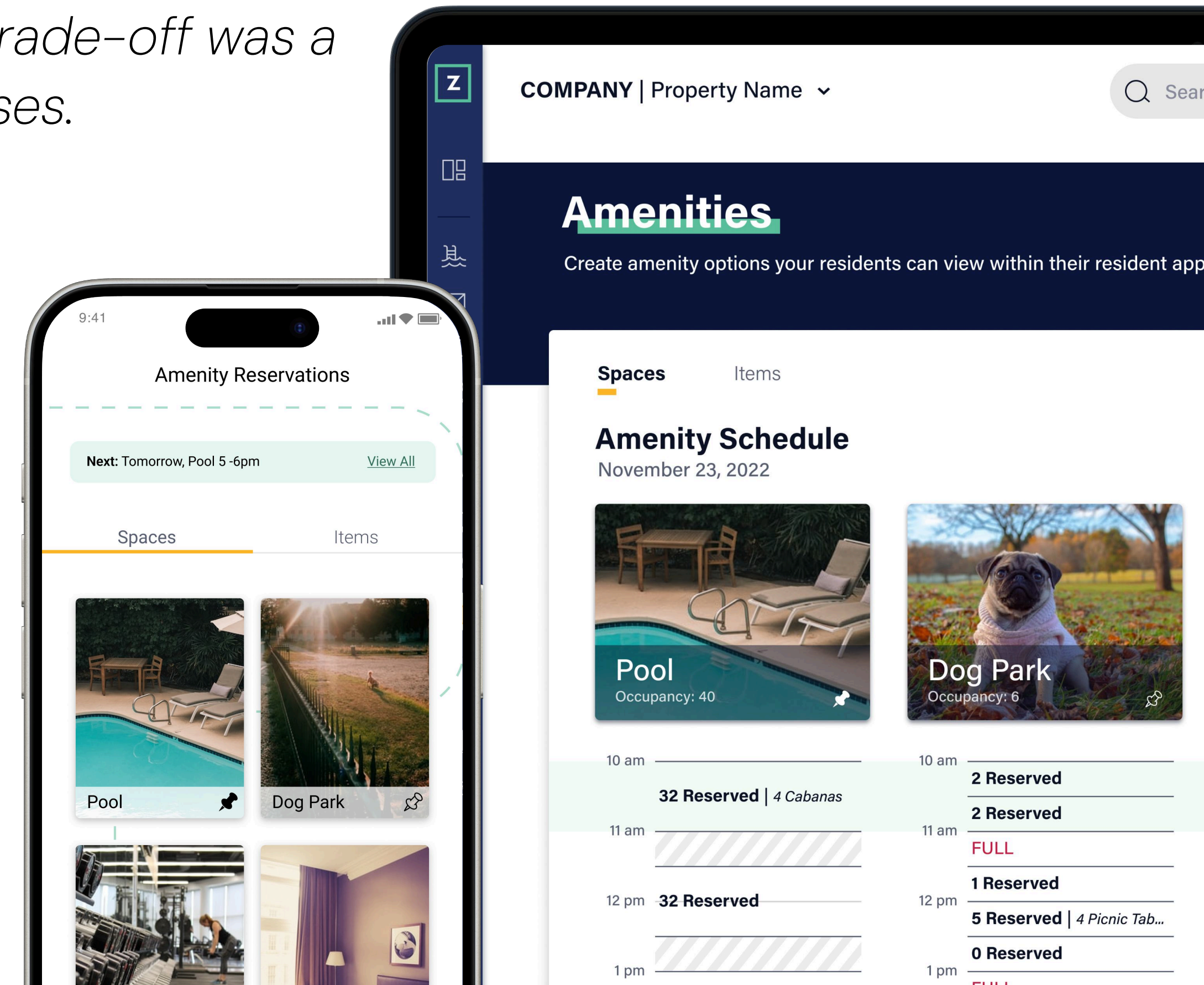
In order to gain a client, we added a few design elements to the feature even though it ended up delaying the initial release. The trade-off was a few of the proposed designs got bumped to future releases.

2 Leveled up my leadership

After spending a considerable amount of time as the sole designer, I learned how to bring in a more junior designer and ultimately hand off some design work.

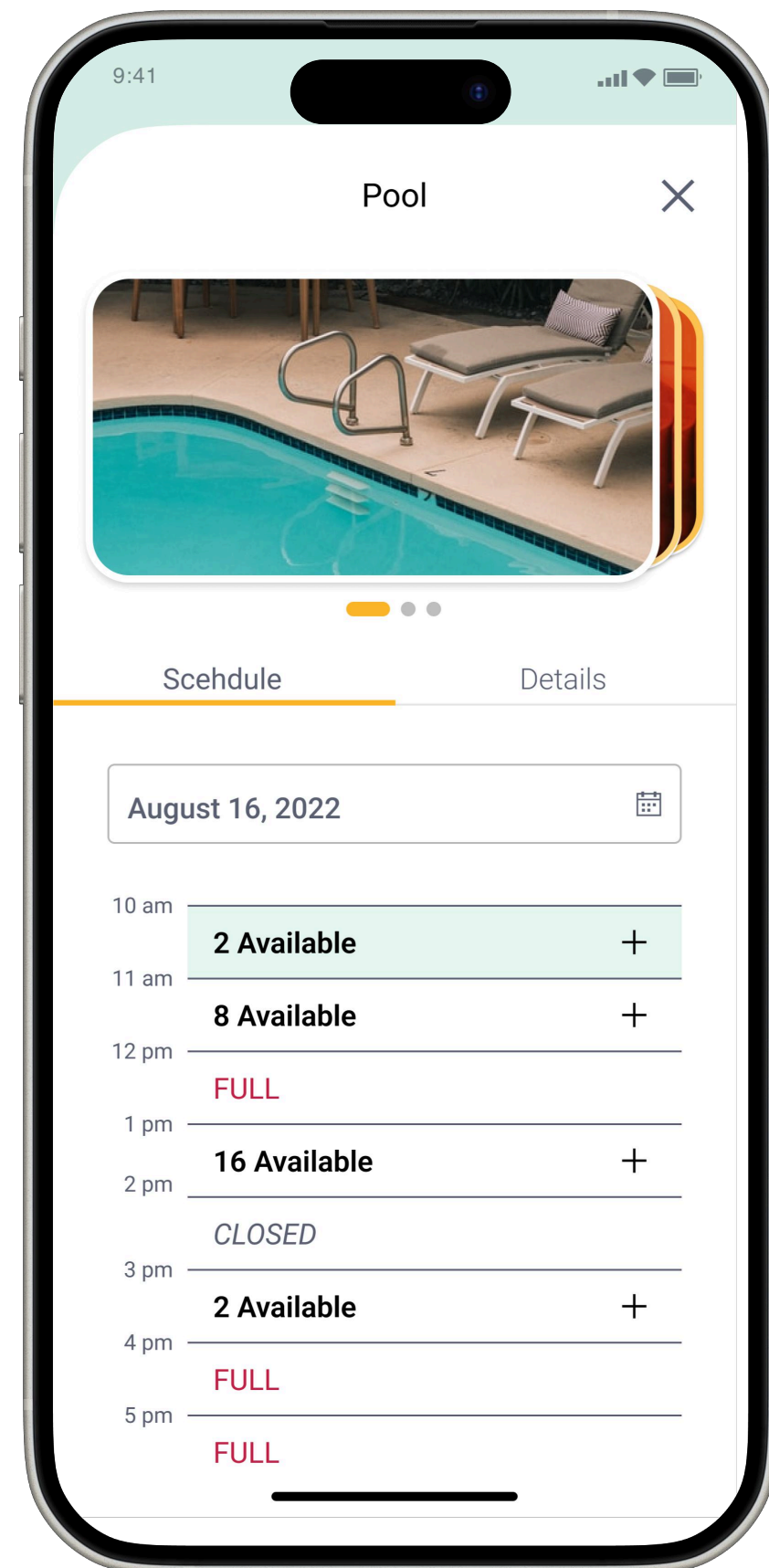
3 Times change, so must design

Once the demands of the pandemic were not the top priority for the feature, I had to ensure the designs remained relevant and provided value.

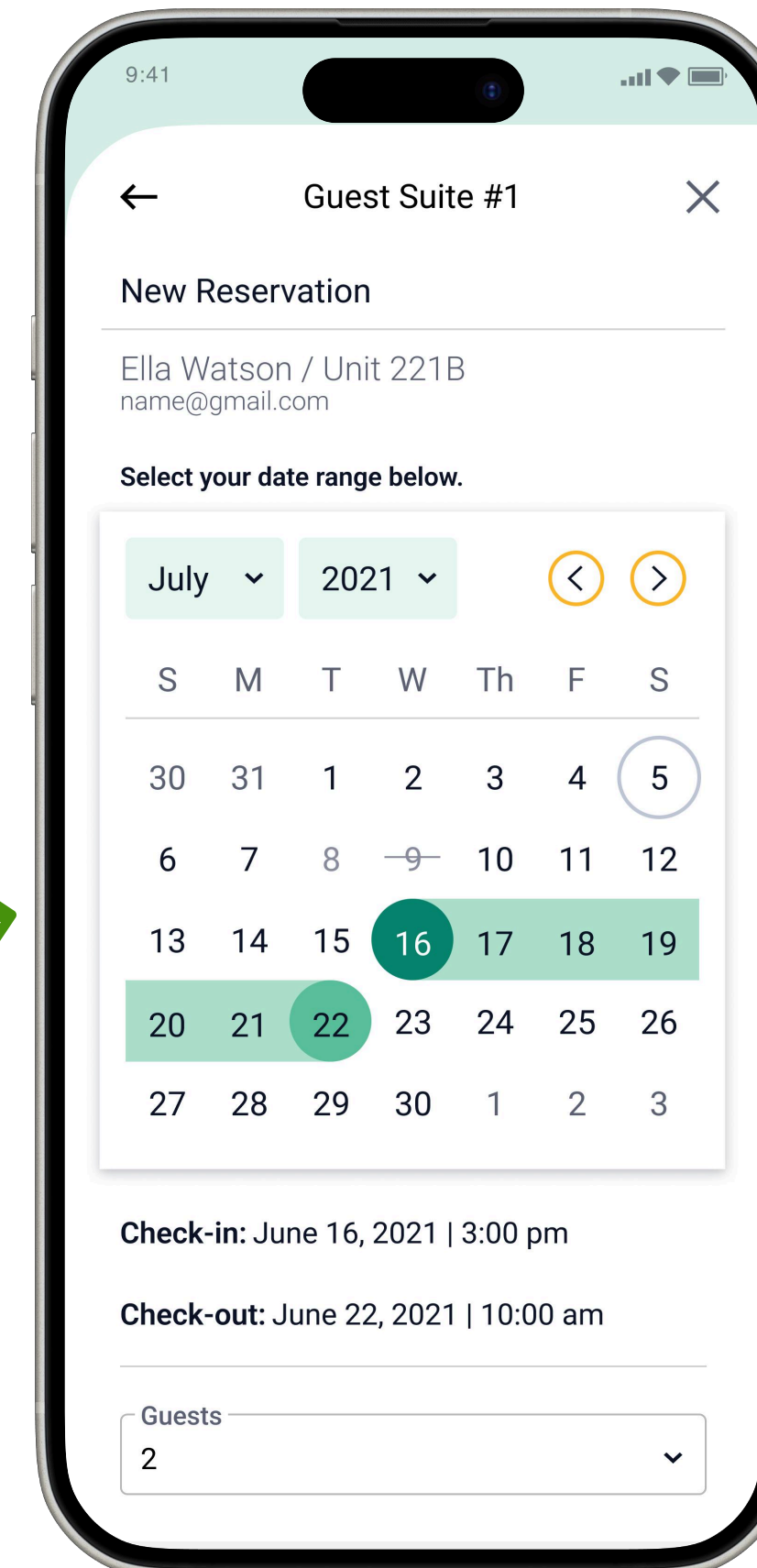
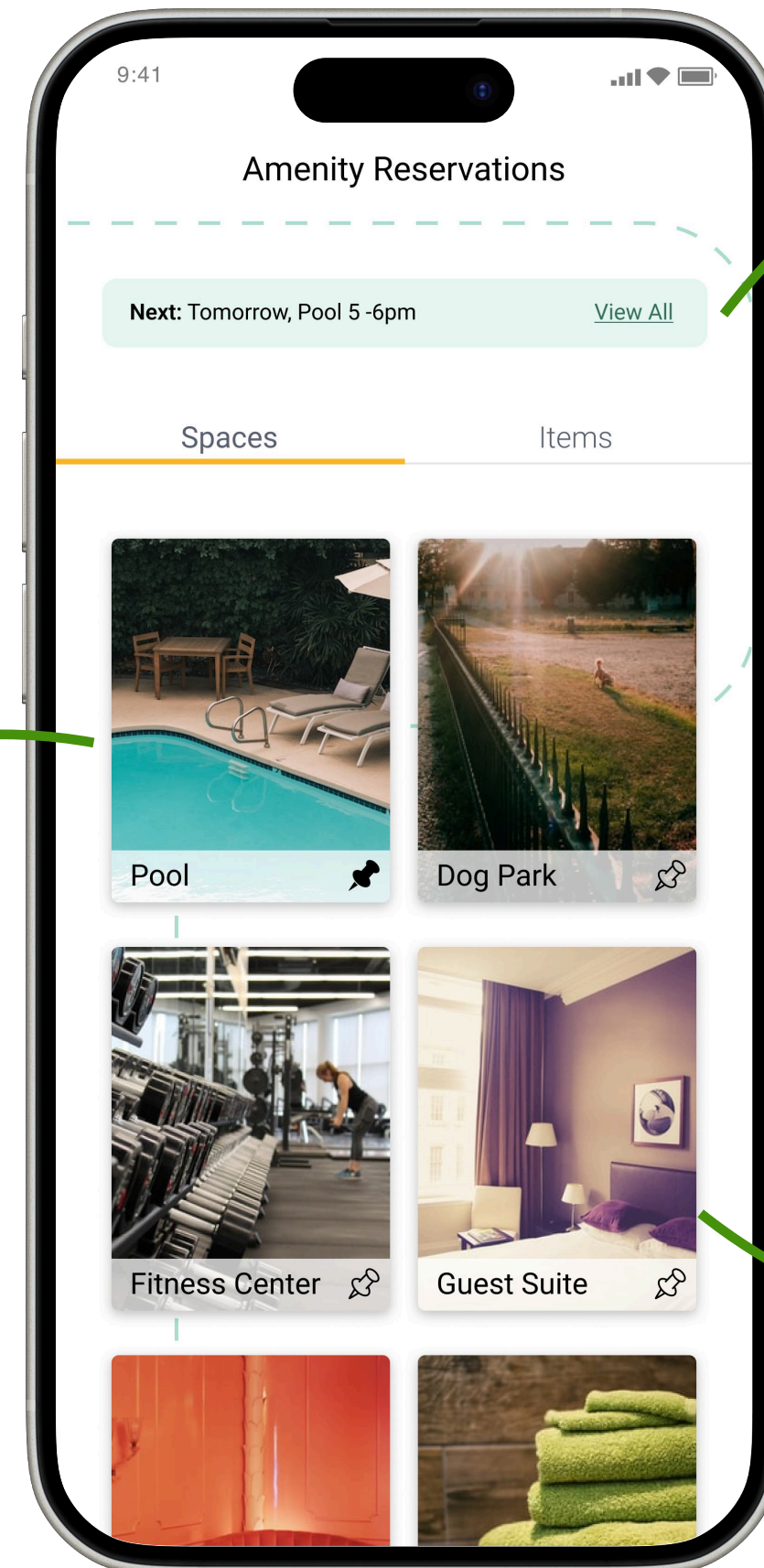


Resident Mobile Redesign:

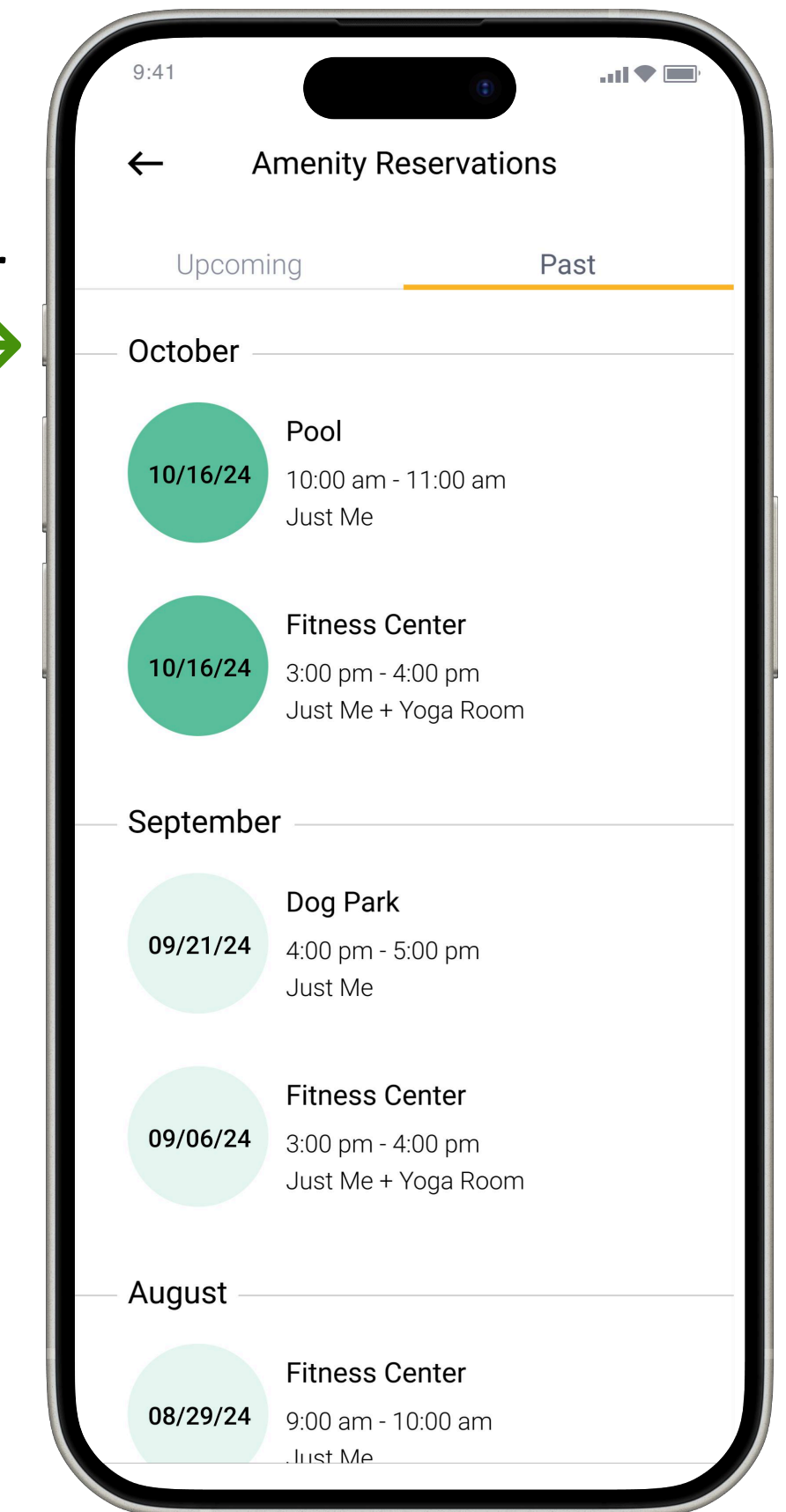
I designed a History page so residents can manage upcoming reservations, but more importantly see the past for contact tracing.



Clicking on an amenity, residents can see availability for a given day.



I integrated a calendar for multiple-day and overnight reservations.



Z

COMPANY | Property Name ▾

Q Search

AB Profile Name ▾

Fitness Center

Drag files here or click to select files



DetailsAvailability

Amenity Type

☒ Space

☐ Item

Reservation Type

Hourly

Amenity Name

Fitness Center

Description

Here is the description for the Fitness Center. This is where the PM can write everything they want the resident to know about this space. It can be a list of the cool features, whether there are classes to take, and rules about the space. Any specific policies or restrictions can go here as well. **Also, location if this is multi-prop!**

Available Properties

12 Properties Selected ▾

☒ Reservation allowed

☐ Request to reserve

Total Occupancy

30

☒ Extra Reservable Space

Area Name

Yoga Room

Quantity

1

How far out resident can reserve (Days)

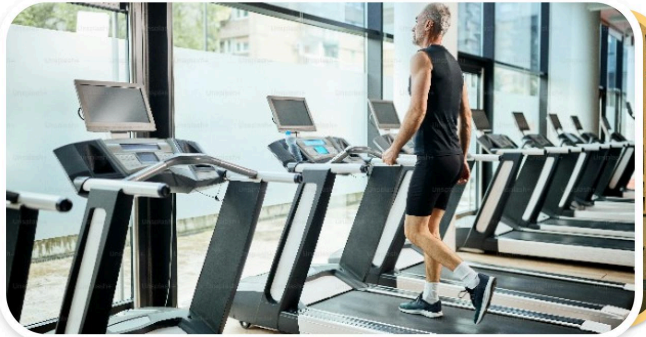
90

Waiver: covid_form.pdf

Cleaned up the inputs, and expanded the functionality so now the property staff can edit details and set the schedule for each amenity. They now have the ability to select which properties have access to this amenity and better occupancy controls.

9:41

Fitness Center X



ScheduleDetails

Here is a description for the Fitness Center. This is where the resident will find all the info that the PM wants them to know. It might include a list of features, rules about the space, and policies or restrictions. It could also include info about if the resident makes a reservation that they will be sharing the space with other residents, or not.

Reservation Required: Yes

Each reservation is for 1 hour. Please only make up to 2 reservations per day.

Extra Reservable Space: Yoga Room

Guests Allowed: No

Each reservation is for 1 resident only.

Total Occupancy: 30

Residents can see all the details set by the property staff.

3

Digital Walk Through

→ Web + Mobile

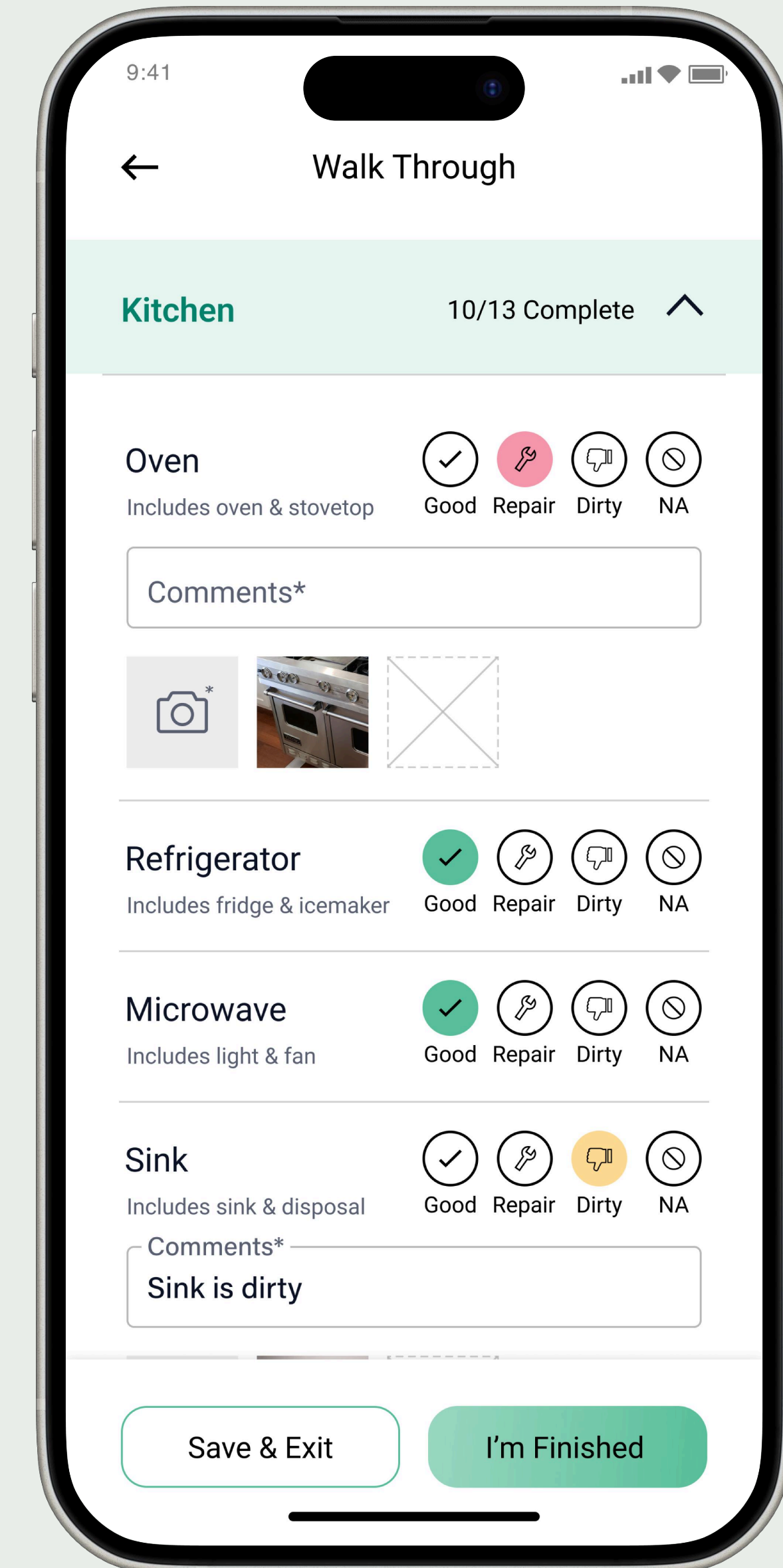
A feature touching both sides of the system – Walking through an apartment and reporting issues by the resident and collecting responses and managing necessary work orders by property managers.

A high growth opportunity for properties as this taps into a new group of users – “future residents” or the residents before they officially move in.

Company Zego

Platform Property Staff Web + Resident Mobile App

Duration Initial release: 4 months + Enhancements





Mel Smith

Current Resident

Active User

[Chat With Me](#)

[Delete User](#)

General Info **Lease Info** Registration Surveys

Move-in Walk Through Summary

Submitted: 07/12/2025 | 4 Days Ago

4 Total Work Orders Needed

Kitchen			Action Required
Oven	Repair Door does not close.		☒ Yes
Sink	Dirty Super dirty.		☐ No
Flooring	Repair There are broken tiles. And then there is more to write about the problem here. About 140 characters worth. One more bit of text here.		☒ Yes
Cabinets	Repair Scratches in the paint.		☐ No
Living Room			Action Required
Flooring	Repair Scratches in the wood.		☐ No
Ceiling	Repair Giant crack near the fan.		☒ Yes
Bedroom #1			--
No issues reported Giant crack near the fan.			
Bathroom #1			Action Required
Bathtub	Repair No hot water.		☒ Yes



Property staff can review the Walk Through submitted by a resident, determine which issues require maintenance action, and generate a PDF for the Resident by signing and completing the approval

The Challenge

I brought the idea to the Product team to address the idea of the “future” resident. This is someone who has signed a lease, but has not moved in yet. How can we introduce them to the mobile app and get them comfortable and using it, even before living in their new apartment?

Both sides

Design for property managers and residents

Property managers create, send, and manage the form while residents use the form to interact with their apartment and note issues they need fixed.

Data Analysis

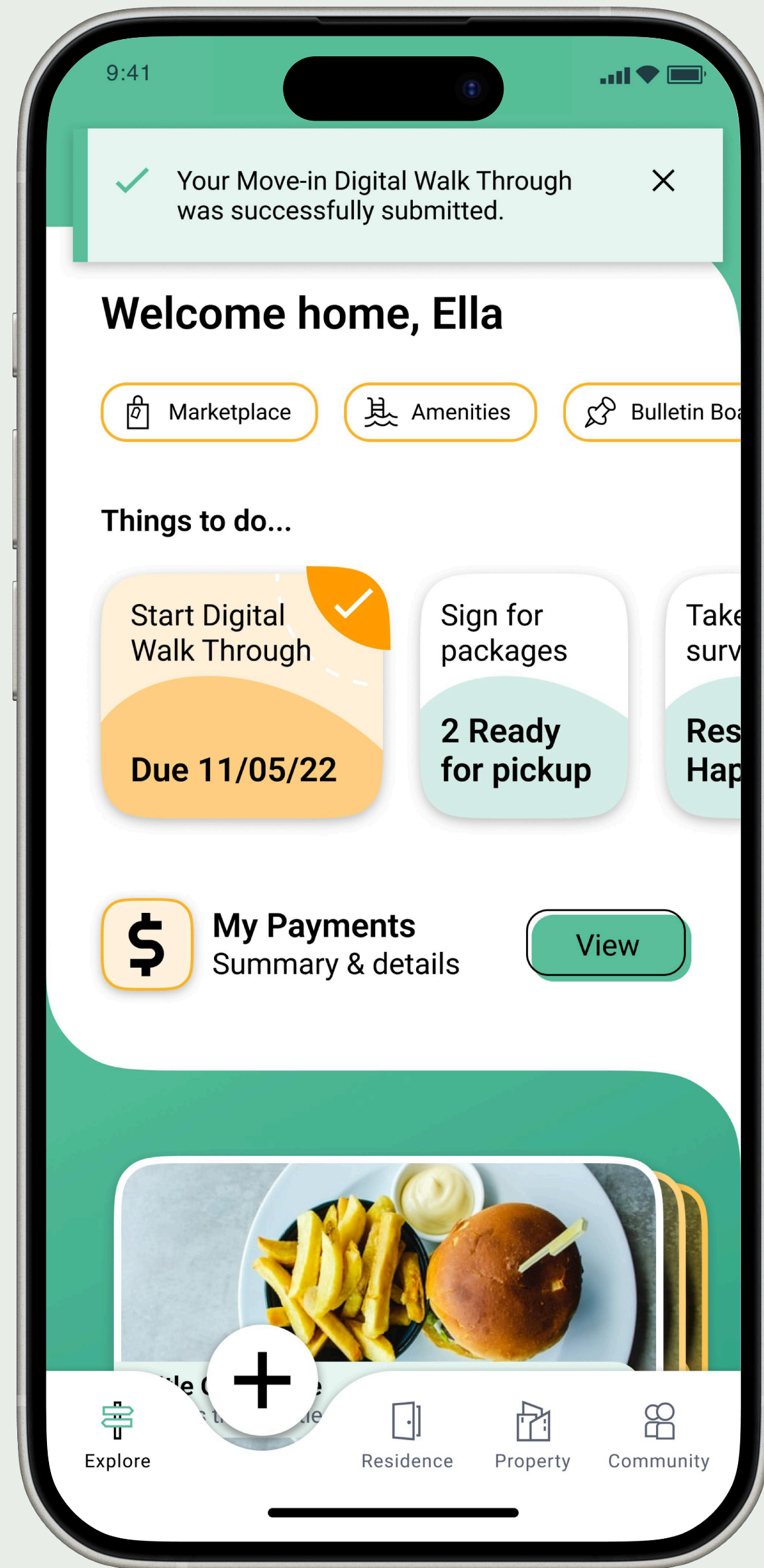
Used client feedback and usage data to guide design

I interviewed staff at multiple properties and residents for qualitative feedback and reviewed usage data to quantify the increase in app use.

Growth

Rapid iteration on the feature that expanded to new users

I started several feature options to offer the “future” resident and pivoted until landing on the Digital Walk Through which drove growth in the user base.



➤ See the prototype ⇐

What is next?

1

Move out

Client feedback revealed that the move out component was a key missing piece.

2

More feedback

I plan to host more feedback sessions to learn more about the move out process, particularly from the property side. This includes staff that do the inspections and the maintenance folks that log and perform the repairs

3

Expand

Begin work on the collection of features specific to the "future" residents

Rate each item in all rooms of the apartment, and add multiple photos and comments where there are issues

9:41

← Walk Through

Kitchen 10/13 Complete ^

Oven
Includes oven & stovetop

Good Repair Dirty NA

Comments*

Refrigerator
Includes fridge & icemaker

Good Repair Dirty NA

Microwave
Includes light & fan

Good Repair Dirty NA

Sink
Includes sink & disposal

Good Repair Dirty NA

Comments*
Sink is dirty

Save & Exit I'm Finished

Review all noted issues with the option to edit if necessary

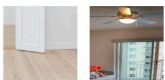
9:41

Walk Through Summary

Kitchen
Need Attention: 4 Items [Edit](#)



Living Room
Need Attention: 2 Items [Edit](#)



Bedroom #1
Need Attention: 0 Items [Edit](#)

Bathroom #1
Need Attention: 1 Item [Edit](#)



Dining Room
Need Attention: 2 Items [Edit](#)



Cancel E-sign & Submit

Sign and submit directly to the Property Management from the mobile app

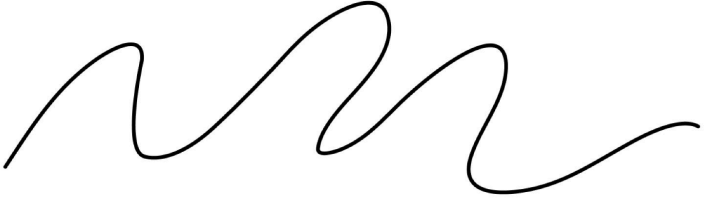
9:41

← E-signature

Acknowledgement:
This says you agree you have done all the things. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu felis bibendum ut tris thique et egestas. Interdum velit laoreet id donec ultrices. Diam maecenas sed enim sem.

☒ I have read and understand.

E-Sign here: [Clear](#) 



Submit

4 Weather Map Overlay Select

→ Mobile

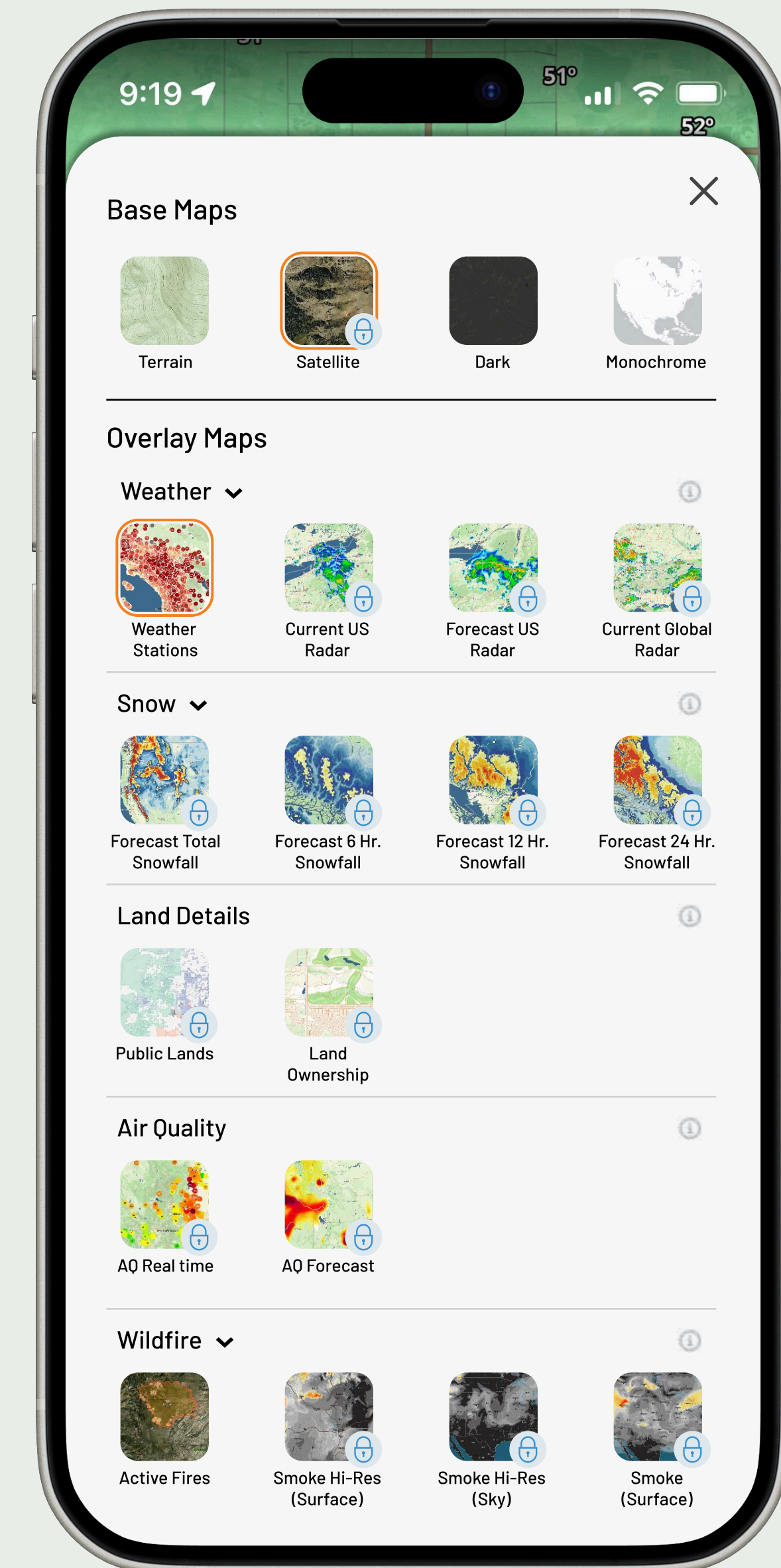
This particular app offers a significant number of weather overlay options in the map feature. In the current design, discoverability is limited due to the size of icons, scrolling, multiple tabs, etc.

The goal for this project was to create design concepts and a direction for improving discoverability.

Company	Weather and snow condition platform
---------	-------------------------------------

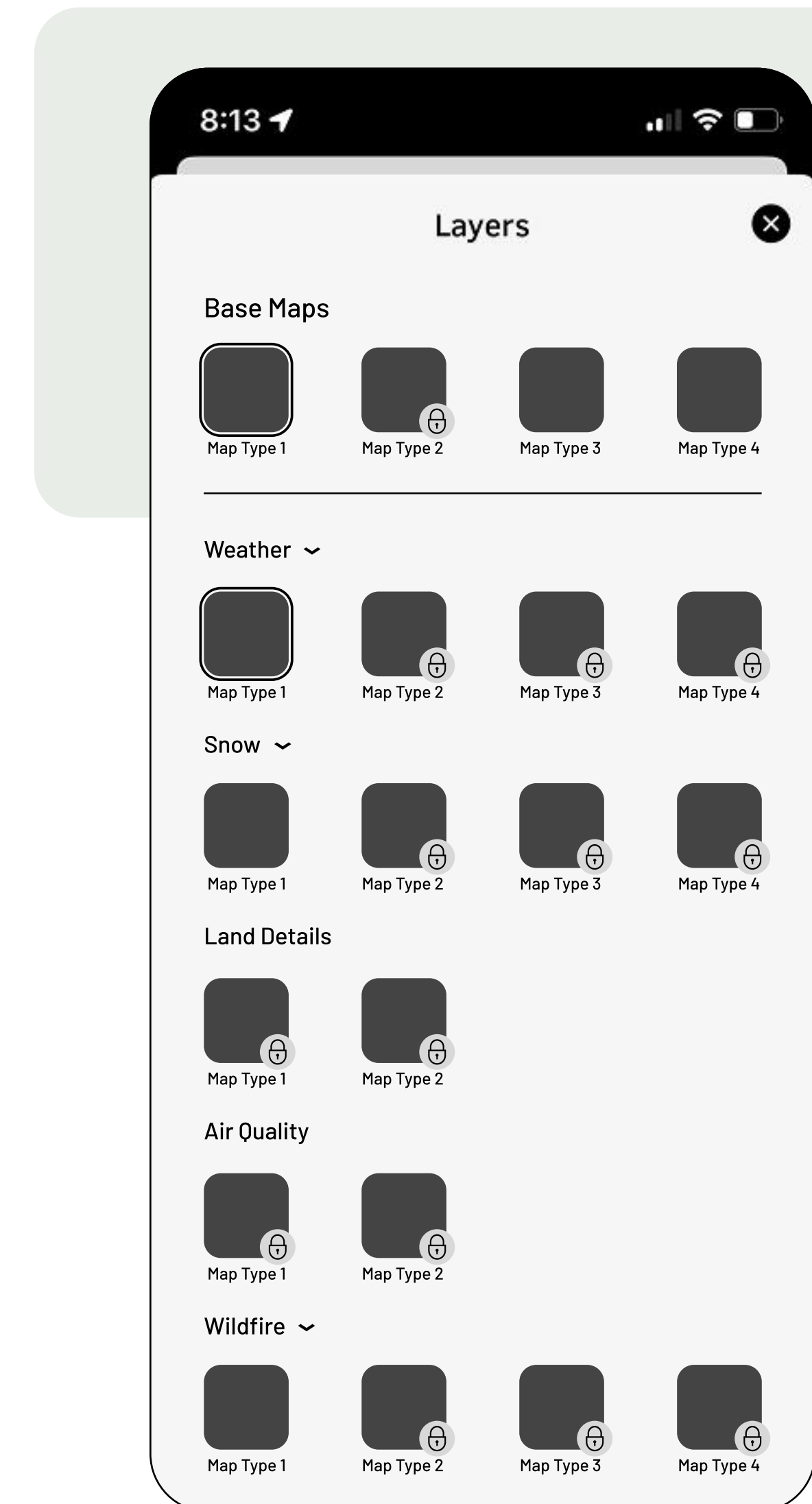
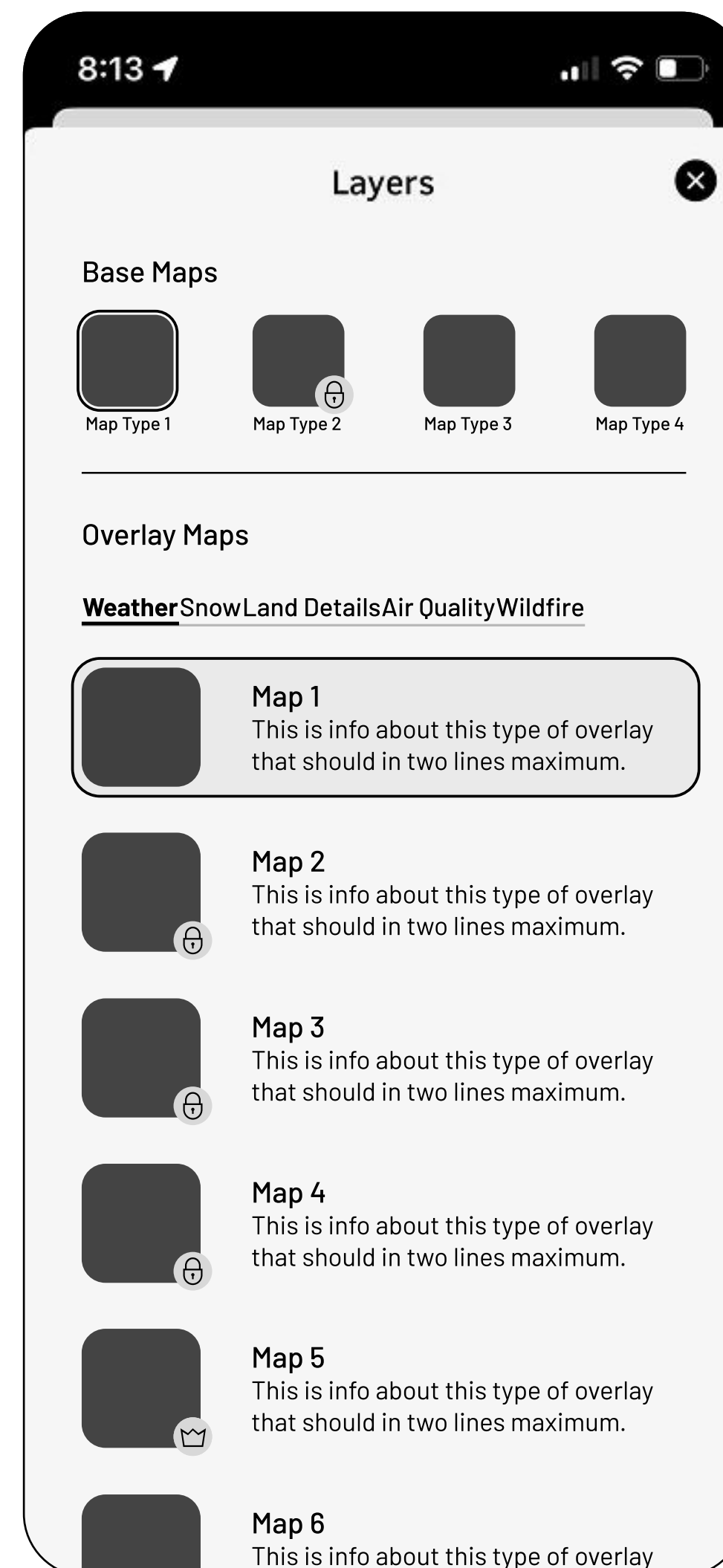
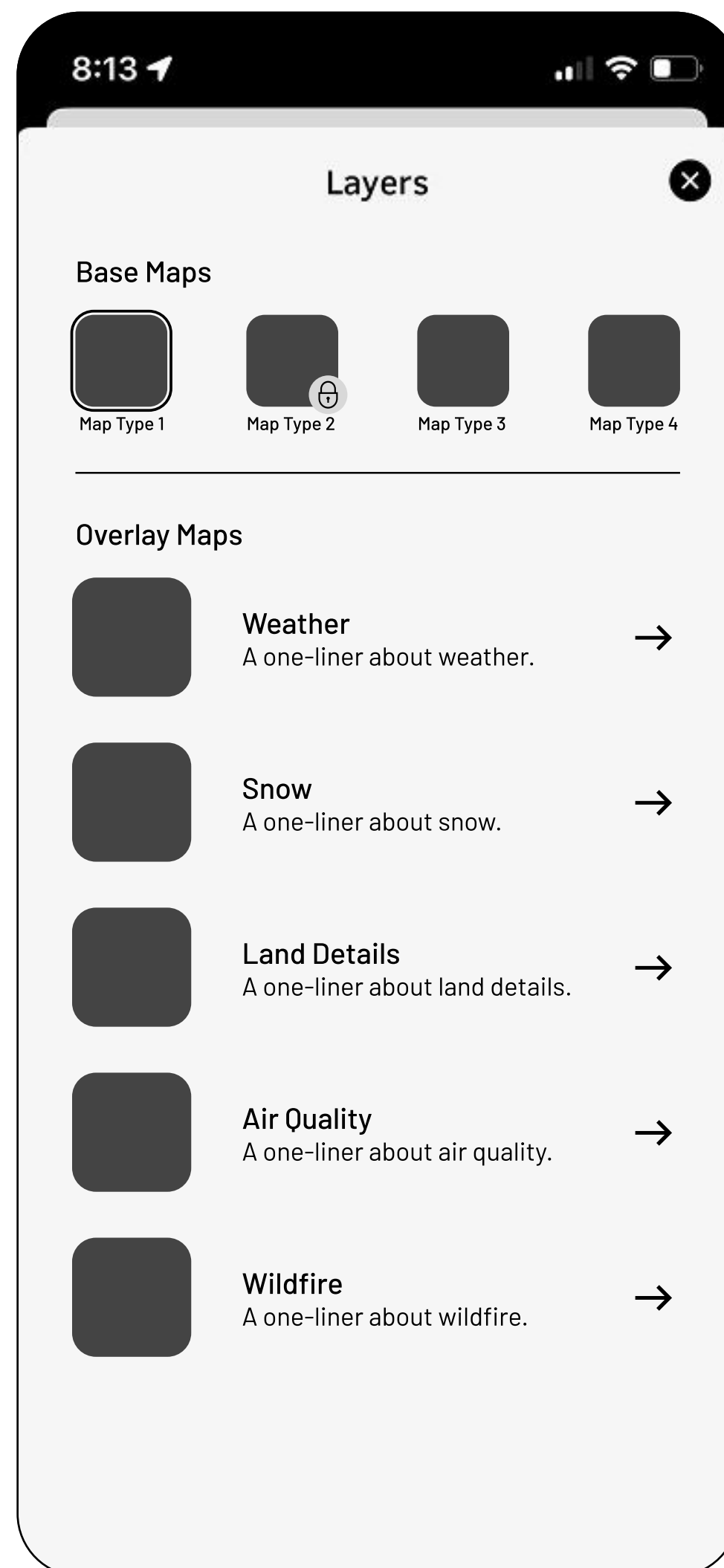
Platform	Mobile App
----------	------------

Duration	3 days
----------	--------



Quick concepts:

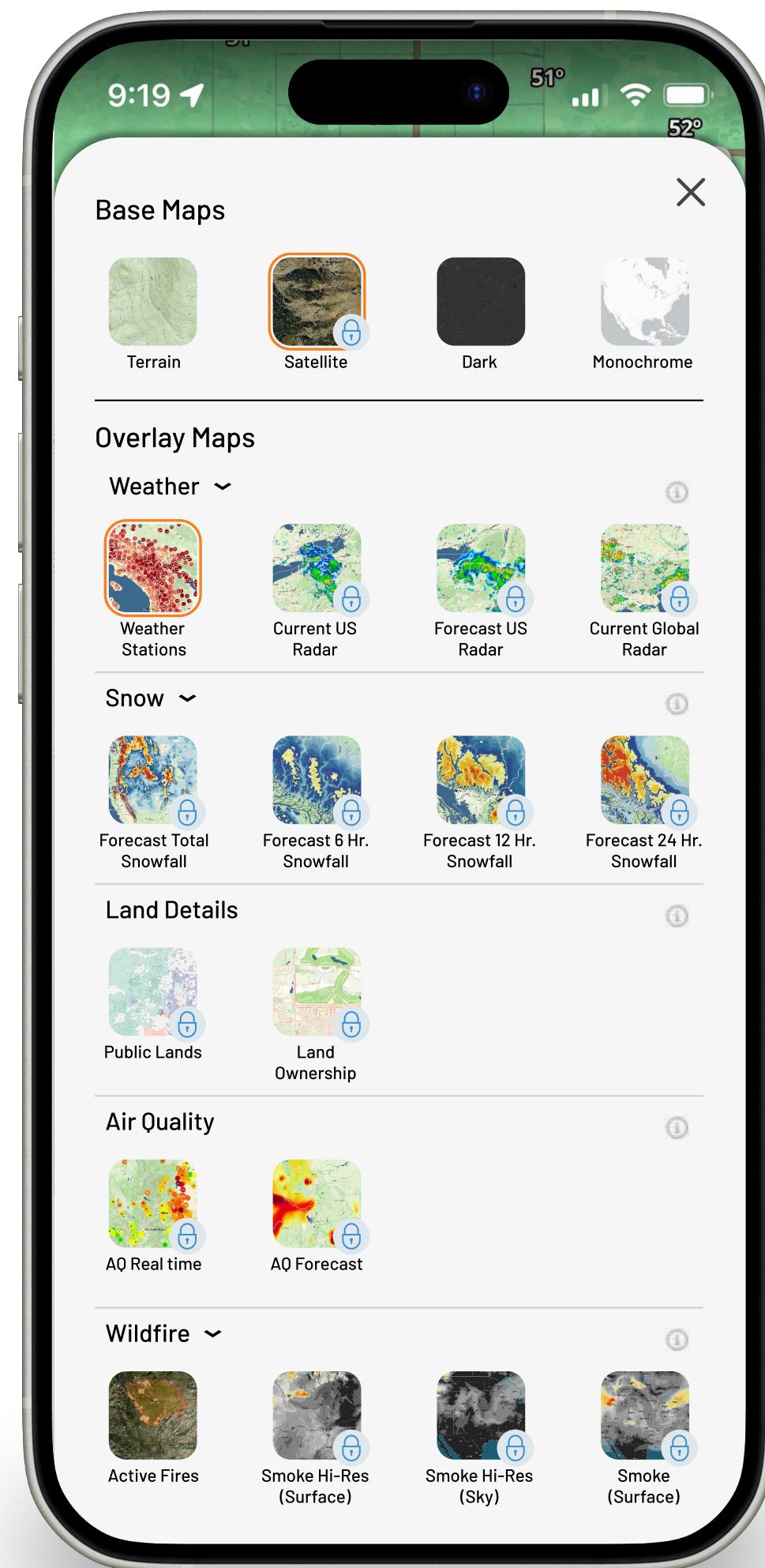
I explored different map platforms as well as other applications that organized groupings of content for design inspiration and best practices.



This is
the one

Found a winner:

I chose a design direction to explore that drastically reduced the information overload and streamlined the UI of the drawer.



Key design features:

Put all map types on this single screen with the base overlays at the very top and the additional categories below.

Took out the extra descriptions of each map style and reduced the icon size to fit more options on the screen to eliminate the scrolling.

Added an info button to view the full list with all of the original descriptions, and highlight the current choice.

Broke the full list into manageable categories.

Put the most used/most common maps in each category at the top of each section, then offered the option to expand to see the full group.

➤ See the prototype ⇐

The Challenge

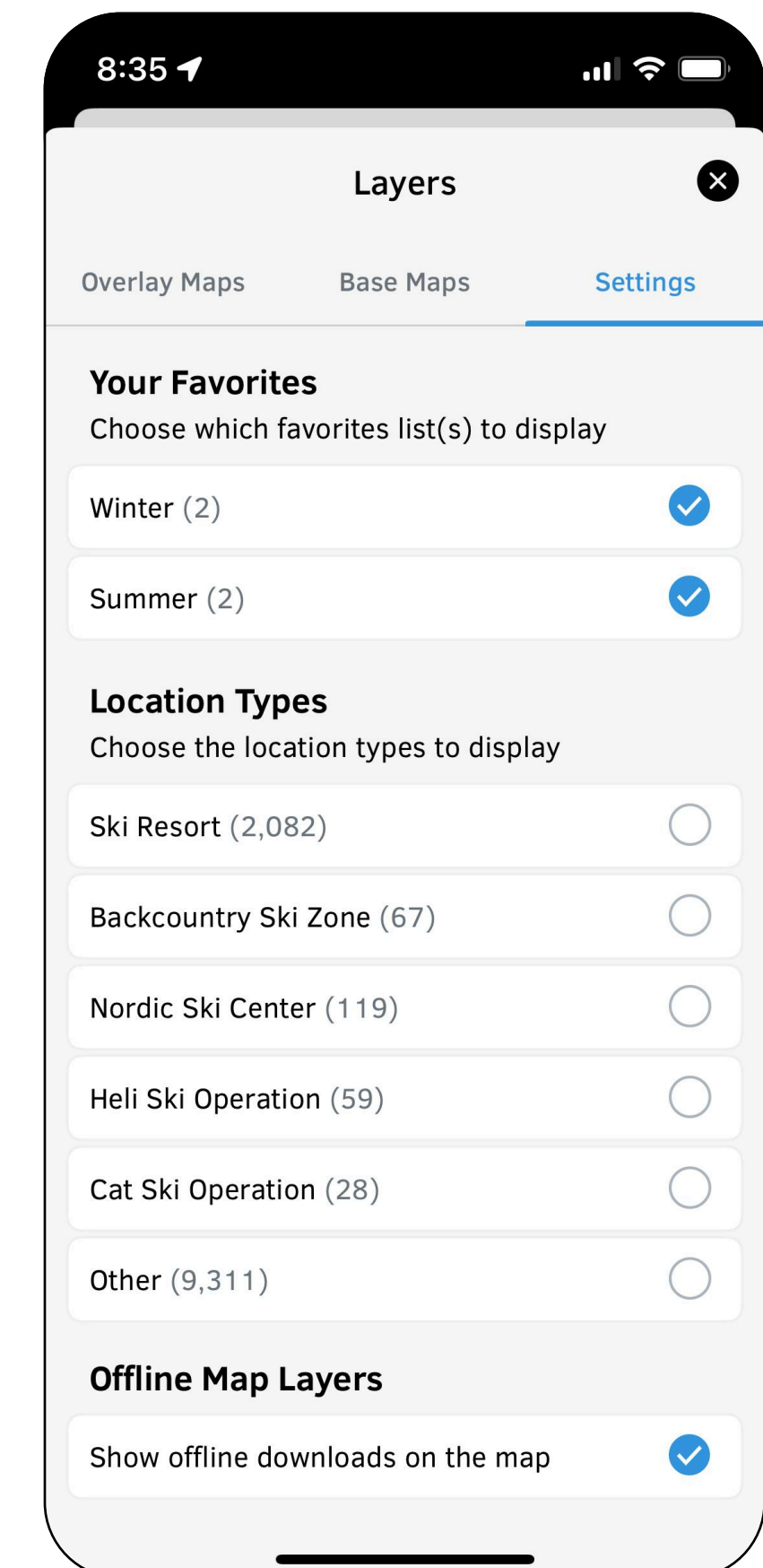
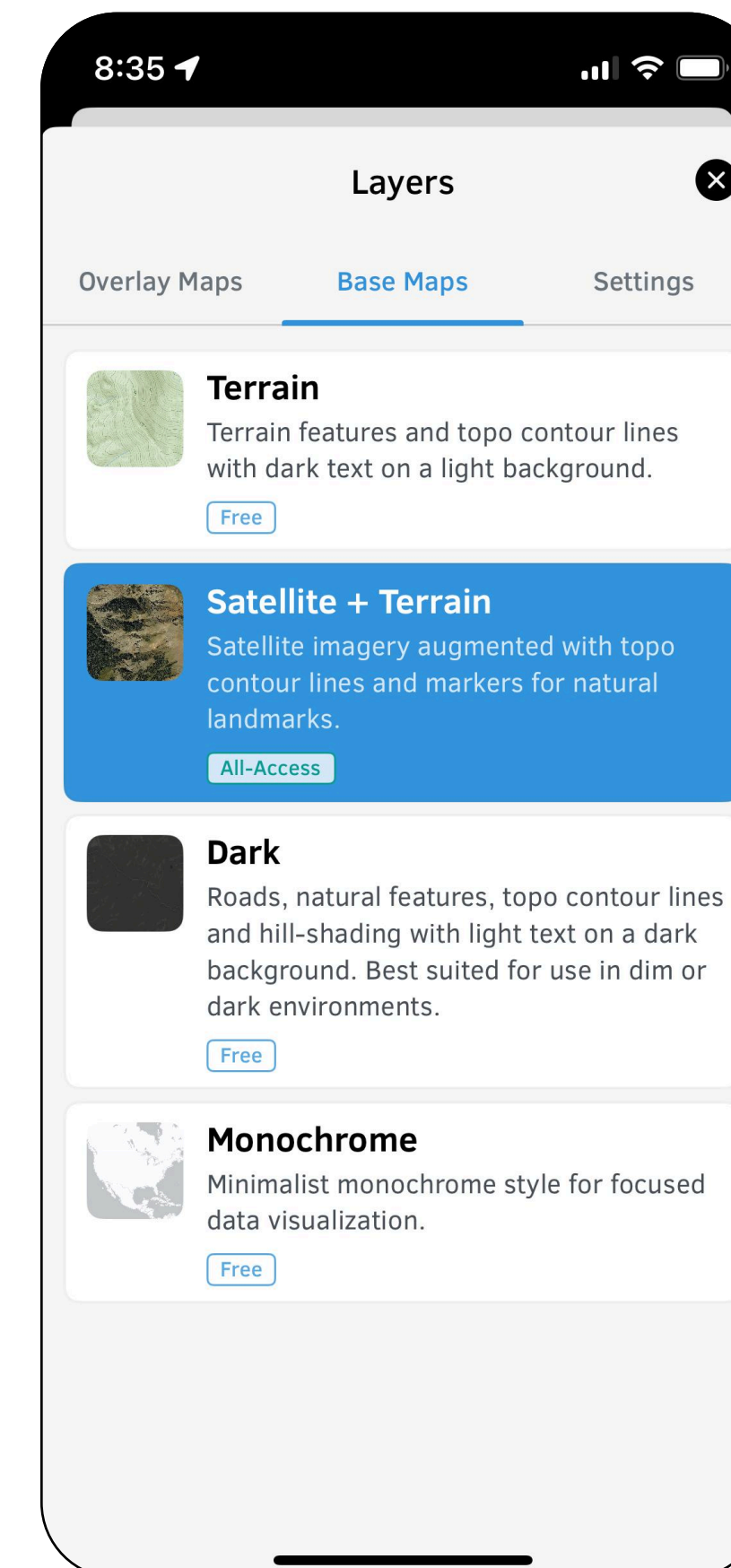
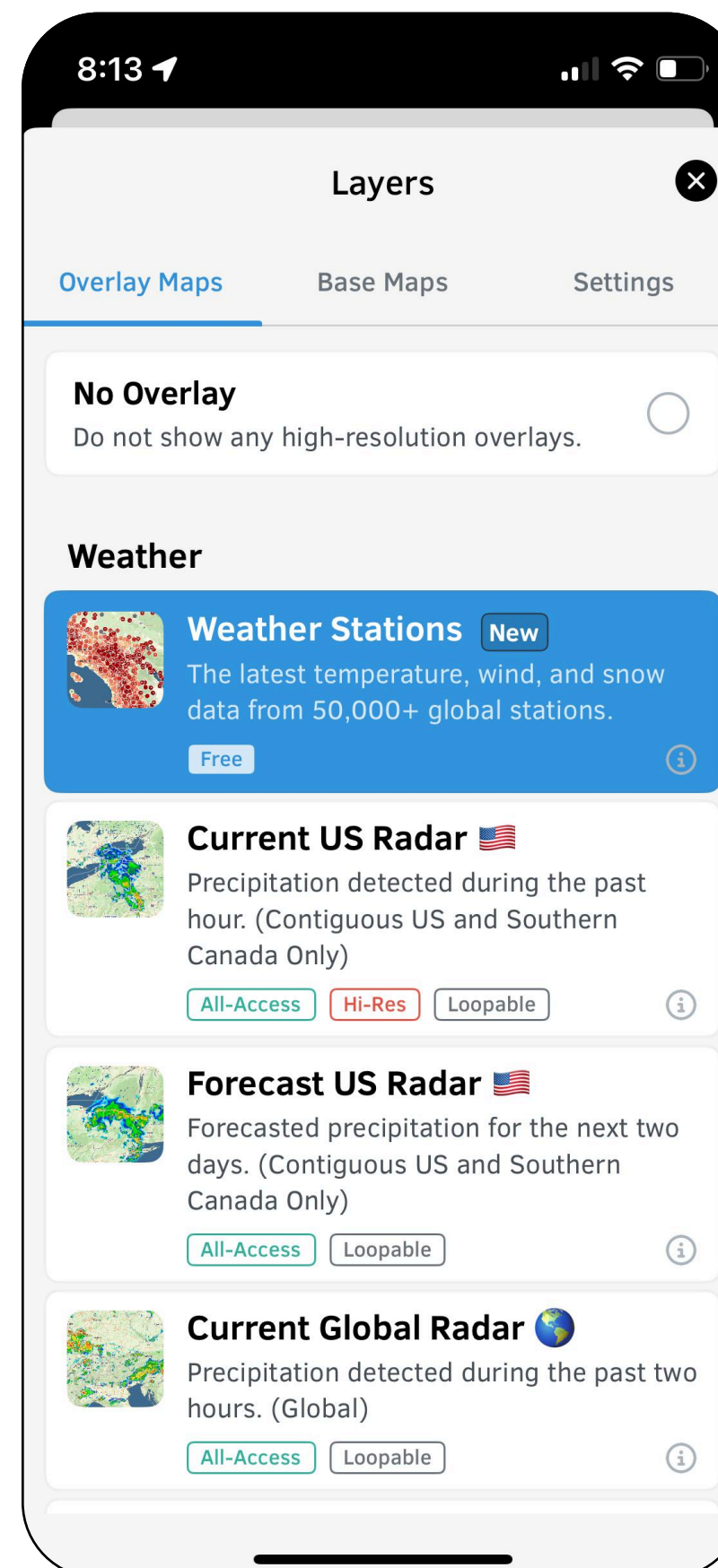
This platform has so much data and weather map types available for the user, but that display of data is hindering the discoverability of the weather overlay options. The challenge is to show the user what all is available to them and guide them to what they want to see.

So many options

No organization, just scrolling a very long list of map overlays

Not intuitive

Overlays and settings hidden behind different tabs



My design process:

After comprehensive discovery sessions, competitive analysis, and user interviews, I develop scalable solutions ready to transition to the development team.

1 Initial research

Host working sessions with the product team and conduct user interviews to understand the requests from the clients and define the project scope.

2 Outline business objectives + ideation + product/engineering review

After landing on the designs for the initial MVP, I review them with engineering to ensure they can successfully build the designs in the current platforms and answer questions.

3 High fidelity designs + iterations to address available features

Test designs with internal stakeholders and create final designs, ensuring to use a design system when available and noting new components to add.

4 Engineering handoff, launch, post-release monitoring

Host another session with engineering to walkthrough the final designs and set up plans to poll users after the early interactions with the feature and ongoing usage monitoring.

Thanks!

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